

# Aiswarya Kolisetty

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## Experience

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### Ford Motor Company R&D

*User Experience Engineer*

On contract from Kelly Services starting July 2014

**Dearborn, MI**

*July 2013 - Present*

- Designing driver-centric features using personas, storyboards, wireframes, and mockups
- Implementing front-end prototypes using HTML, CSS, JavaScript, JSON/XML, external APIs, cloud data
- Deploying prototypes in-vehicle using C# and C++ embedded frameworks
- Trying to make an individual impact at a large company

### Internships.....

### Scargo Inc.

*User Experience Consultant*

**Waltham, MA**

*Feb - May 2013*

- Conducted usability tests on the Scargo user interface
- Reported test results weekly and provided UI changes to the on-boarding and product experiences

### Tesla Motors

*Model S Systems Test Intern*

**Palo Alto, CA**

*May - August 2012*

- Automated over 2 hours of manual testing for the weekly firmware release
- Wrote scripts in C to access the vehicle CAN network, perform tests, and report results
- *Usability Testing*
  - Performed internal usability tests on the Model S UI and wireframed new designs

### Imec

*Vehicle Design Intern*

**Leuven, Belgium**

*June-August 2011*

- Created a concept vehicle, *Aura*, for young commuters in European cities
- Designed exterior, interior, and drivetrain specifications for *Aura*

## Education

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### Franklin W. Olin College of Engineering

*B.Sc Electrical and Computer Engineering, UX Design*

GPA: 3.50

**Needham, MA**

*2009 - 2013*

### Projects.....

#### *Bringing 3D modeling into secondary education*

*Sept 2012 - May 2013*

Engineering capstone project with Autodesk

- Designed *TechBits*, small design activities that empower students to move ideas into physical prototypes with CAD
- Delivered user research, 4 sample TechBits, framework to make a TechBit, usability testing results

#### *Aging Research Group*

*Sept 2012 - May 2013*

- Conducted usability experiments on the use of smart devices in the Baby Boomer generation
- Redesigned the UI for an iOS app helping aging adults with mild memory loss

#### *BOWtie: A course planning tool for college*

*Sept - Dec 2011*

Human Factors Interface Design class

- Designed *BOWtie* using user research, paper prototypes, heuristic evaluations, usability testing
- Built the interactive course-planning tool in HTML5, CSS, JavaScript, jQuery

## Skills and Tools

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**Design:** Balsamiq, Illustrator, Photoshop

**Other:** C#, C++, Python, Java, Objective-C (basic)

**Front-end:** HTML, CSS, JS, Bootstrap, AngularJS (basic)