

Ayshwarya Balasubramanian

<https://www.linkedin.com/in/ayshb/>
ayshb@umich.edu | 908 240 0183

EDUCATION

UNIVERSITY OF MICHIGAN

MASTER OF SCIENCE IN
INFORMATION

Expected May 2016 | Ann Arbor, MI
Cum. GPA: 3.325

OSMANIA UNIVERSITY

BACHELORS IN ENGINEERING,
COMPUTER SCIENCE

May 2010 | Hyderabad, India
College of Engineering

LINKS

Github:// [ayshb](#)

LinkedIn:// [ayshb](#)

YouTube:// [Ayshwarya](#)

Twitter:// [@AyshMichigan](#)

COURSEWORK

GRADUATE

Introduction to Interaction Design
Fundamentals of Human Behavior
Information in Social Systems
Graphic Design
Contextual Inquiry
Usability and Needs Assessment
Information Visualization
Information Architecture

SKILLS

PROGRAMMING

Over 15000 lines:

HTML • CSS • JavaScript • JQuery
KnockoutJS • AngularJS • .Net

Over 1000 lines:

C • C++ • PHP • Python • Assembly

Familiar:

iOS • Android • MySQL

UX

Contextual Inquiry • Design Thinking
Photoshop • Illustrator • Paper
Prototyping • Digital Prototyping •
Competitive Analysis • Agile
Development • Wireframing

EXPERIENCE

DELOITTE | SENIOR ANALYST

June 2013 – June 2014 | Hyderabad, India

- Worked closely with teams from Chicago, Dallas, Nashville, Argentina and Ukraine.
- Trained 37 students on basics of client side programming.
- Served as the Visual Engineering Lead - lead a team of 4 to implement technologies such as KnockoutJS and AngularJS.
- Received an applause award for outstanding contribution to clients on critical projects.

DELOITTE | ANALYST

June 2011 – June 2013 | Hyderabad, India

- Developed flagship projects such as the Heisman Trophy, Client and Enterprise Risk Assessment, designed and developed the full stack implementation from scratch in addition to adding features such as Infinity Scrolling, Lazy Loading, Auto-complete search etc for which I received a spot award.
- Collaborated with teams for successful production deployments of projects.

DELOITTE | ASSOCIATE ANALYST

June 2010 – June 2011 | Hyderabad, India

- Received an award within a year of joining for my outstanding contribution to the Tax App Store Project where I designed innovative ways to represent complex data.
- Ensured Cross-device, cross-browser compatibility while developing high quality code.

STUDENT RESEARCH

CHI 2015 | STUDENT DESIGN COMPETITION

Oct 2014 – Jan 2015 | Ann Arbor, MI

Collaborated with team of 4 to create **iMAJN**, an application which helps ESL students improve their knowledge on idioms, local slang and jargons to promote social acceptability. Publication submitted.

NEW YORK INNOVATION TREK | PARTICIPANT

Oct 2014 | Manhattan, NY

Developed an entrepreneurial idea by interviewing potential users multiple times at the various stages of product development, sketching solutions, wireframing, developing and then pitching the idea to companies such as Startup Health, Tumblr, JSTOR, Next Big Sound etc.

MHACKS IV HACKATHON | PARTICIPANT

Sept 2014 | Ann Arbor, MI

Worked closely with the Apple team to program in Swift for a mobile application that provides users with a daily challenge and implements mood analysis.

SOCIAL CONTRIBUTIONS

2013	Go Green	Planted 321 trees for a plantation drive
2012	The Counselor	Taught underprivileged children soft skills
2011	DEGP	Sponsored a girl child to receive education for a year.
2011	Beyond Barriers	Worked for AIDS awareness.