

Rohan Erasala

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EDUCATION

UNIVERSITY OF MICHIGAN

September 2019 - May 2023

College of Engineering – B.S.E Computer Science

Ann Arbor, MI

- GPA: 3.74/4.00
- Relevant Coursework: Data Structures & Algorithms, Digital Product Design, Needs Assessment and Usability Evaluation, Website Design, Development, and Accessibility, Introduction to Computer Organization, Practical Programming in Java

WORK EXPERIENCE

FORD MOTOR COMPANY

May 2021 – July 2021

Full Stack Development Intern – Information Technology

Dearborn, MI

- Designed and fully implemented a full stack web application to monitor health of 25 servers on Ford GSPAS Database with 3 other developers, utilizing Figma for user interface design and prototyping, and HTML5, CSS3, JS, jQuery, and Perl for development
- Conducted 3 user interviews, created wireframes, and prototyped high-fidelity solutions while maintaining usability heuristics
- Utilized the Selenium library and Java to test stability of user interfaces and automate 4 processes, reducing testing time by 22%
- Facilitated a team of 5 other interns in the Ford IT Intern Innovation Challenge to compose a Zipcar-style application to rent Ford electric vehicles and spearheaded the creation of the application prototype for this service
- Leveraged agile methodology in my work, managing features in Rally while participating in daily standups and backlog sessions

KAPPA THETA PI – PROFESSIONAL TECHNOLOGY FRATERNITY

January 2021 – Present

Director of Digital Strategy

Ann Arbor, MI

- Spearheaded content creation and social media pushes to promote brotherhood resulting in 175% increase in impressions and clicks
- Planned roadmap and executed recruitment marketing campaign, resulting in a 250% increase in rush applicants in Fall 2021

Design Committee Lead

- Led a team of 9 other members to create a concept application to find study spaces at the University of Michigan
- Executed 4 user interviews to produce 3 personas and formulate user flow diagrams in Miro to outline structure of application
- Designed 5 high-fidelity wireframes in Figma for the home page, filter screen and study space view

AURIA, INC

September 2018 – January 2019

Information Technology Intern

Northville, MI

- Deployed 10+ HTML/CSS web pages to production for the Auria, Inc intranet site used by thousands of employees
- Established custom user interfaces using Microsoft SharePoint Designer while adhering to 3 manager perspectives and requirements

PROJECTS

- **Memory Card Game:** Developed a memory-style game following Apple human interface guidelines using Swift and SwiftUI. Utilized Apple's design system library to create various user interface elements such as buttons, cards, and frames
- **Michigan Equity Research Team:** Managed a team of 4 members to devise a new fruit snack equity for General Mills. Oversaw 8 market research interviews with children ages 4-12 and created a mock-up of the concept in Adobe Photoshop.
- **Lifting Buddy:** Wireframed and prototyped a high-fidelity mockup of a concept application for beginner lifters using Adobe XD

SKILLS

- **Design:** Adobe Creative Suite, Figma, Miro, Sketch, wireframing, prototyping, heuristic evaluations, user interviews, user research
- **Programming:** C++, Python, Java, HTML5, CSS3, JS, Bootstrap, JQuery, SQL, MySQL, Perl