

Aiswarya Kolisetty

Product Designer

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Experience

- Product Designer
Zomato
New Delhi, India (2017 - Present)
- Product Manager
Zomato
New Delhi, India (2016 - 2017)
- UX Research Engineer
Ford Motor Company
Detroit, USA (2013 - 2016)
- Model S Systems Test Intern
Tesla Motors
Palo Alto, USA (2012)
- Vehicle Design Intern
imec
Leuven, Belgium (2011)

Accomplishments

- Leading the design of Zomato's enterprise apps and tools
- Building the new Zomato desktop web experience
- Redesigned the Zomato online ordering app (200K orders daily)
- Created, conceptualized, and designed the Zomato Treats membership (over 100K sold)
- Launched Zomato Analytics – the tool discloses ROI on ads, online orders, and table bookings to 35K restaurant owners
- Published the Zomato for Business app to the App Store (grew MAUs by 30% in 2016)
- Redesigned and prototyped the Zomato for Business web app
- Worked with tech, business, and operations teams worldwide
- Designed and prototyped 6 connected car features
- Led user research and user testing of in-vehicle prototypes in the Research department (12 prototypes, 60+ users)
- Set up the first UX and prototyping lab for our department
- Built an electrical testing buck replicating a Model S vehicle
- Automated vehicle tests (saved 3+ hours per testing cycle)
- Paper prototyped concepts for the in-vehicle UI
- Designed a concept vehicle (Aura), for commuters in cities
- Built a monitoring system for a college racing team's hybrid car

Education

B.Sc Elec. & Comp. Engineering
Franklin W. Olin College of Engineering
Boston, USA (2009-2013)
GPA 3.50/4

Skills

User research, wireframing, paper prototyping, card sorting, heuristic evaluation, personas, task flows, user interface design, usability testing, copywriting, UI web prototyping, icon design, vector illustrations

Sketch, Balsamiq, Invision, Principle, Framer, Bootstrap, Semantic UI, Bootstrap, HTML, CSS, Javascript, mySQL

Achievements

Main inventor on 15 patent filings (Ford)
2 employee recognition awards (Ford)

Interests

Writing, poetry, volleyball, ultimate frisbee, podcasts, calligraphy, zumba, coffee, tiramisu