

Aiswarya Kolisetty

Product Designer

aiswaryakolisetty@gmail.com
(+31) 625500802
aiswaryakolisetty.com
linkedin.com/in/aiswaryakolisetty

EXPERIENCE

Product Designer Booking.com

Amsterdam, NL
Oct 2018 - Present

- Lead designer for the post-booking experience on Booking.com apps and web
- Working with 20+ designers across products to make shared components and UX patterns
- Experienced in validating overarching design patterns with user testing and A/B experiments
- Working closely with leadership to craft the long-term strategy for post-booking

- Led design for two new products, Concierge and Shopping
- Conducted extensive user research to revamp our B2B Concierge product for hotel partners
- Launched the Shopping vertical to over 700K travellers, and designed various products including a price comparison app, 3 international partnerships, and a unique brand identity

Lead Designer Zomato

New Delhi, India
Jan 2017 - Sep 2018

- Redesigned the customer and rider apps in the food delivery business, which helped the food-tech company scale to 1M orders daily
- Led the redesign and research for the Zomato for Business app, used by restaurant partners
- Designed Zomato Treats, a subscription service adopted by 102K users in the first 6 months
- Created the pilot designs for Zomato Pay, a cashless restaurant payment experience
- Managed, mentored, and hired members of the design team

Product Manager Zomato

Jan 2016 - Dec 2016

- Designed and led the portfolio of apps for business partners
- Launched the first Zomato Ads platform, releasing ads data to over 65K restaurant partners
- Launched the partner app in the App Store, which grew MAUs by 30% in the first year

UX Engineer Ford

Detroit, USA
Jun 2013 - Nov 2015

- Sole designer and researcher in the Connectivity department
 - Interviewed customers, built the front-end for prototypes, and iterated on features
 - Created over 15 patent-pending filings with the team, 2 awarded as of 2020
-

TOOLS

User research	Interviews, card sorting, usertesting.com
Hi-fidelity design	Figma, Sketch, Framer
Consistency	Component design, design systems
UI prototyping	HTML, CSS, JavaScript, Git, Bootstrap
Visual design	Adobe Creative Suite, Procreate for iPad

PASSION PROJECTS

I'm a freelance illustrator, selling and shipping my prints worldwide. My latest work is on Instagram @aiswaryak. I also do product design consulting for startups.

EDUCATION

B.Sc Elec. & Comp. Engineering
Franklin W. Olin College of Engineering
Boston (Sep 2009 - May 2013)

INTERNSHIPS

Tesla Motors — Systems Engineering (2012)
imec Research — Concept vehicle design (2011)