RUCHI OOKALKAR
User Experience Designer

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EXPERIENCE

UX Design Intern | Sumologic (Jun - Aug 2018)

Collaborated in an agile, cross-functional team to design an innovative feature by conducting market research, designing user-centered solutions and building clickable prototypes in UXPin and Framer.
The project resulted in enterprise UI design specifications for production.

User Interface (UI) Developer | Flipkart (Dec 2016 - Aug 2017)

Designed an internal business analytics tool by understanding user needs, redesigning information architecture, creating low fidelity wireframes and performing usability tests. Implemented the new designs using ReactJS.
The redesign led to a 70% reduction in execution time.

UX Designer | Information Design Lab (Jun - Dec 2016)

Created an interactive data visualization tool for the government of Maharashtra State to determine areas of need and impact of lack of infrastructural facilities in schools. The tool resulted in increased awareness and call for action.

PROJECTS

Voice UX Designer | Chattie

Winner, UXPA 2018, Student Design Competition

Conducted research with interviews, surveys, and comparative analysis. Used the findings to design conversation flows, write scripts and conducted wizard-of-oz tests of Chattie, a language learning conversation partner.

UX Research Consultant | Google Home

Conducted qualitative research through interviews, heuristic analysis, and usability tests to evaluate the use of Google Home Mini for college students. Delivered 6 design recommendations to the team.

UX Designer | Coder Girls

Designed a social web-based platform to help female programmers find pair programming partners through the process of user scenarios, flows, wireframing, prototyping, and usability testing.

UX Designer | Gestures for Augmented Reality

Designed end-to-end features, gestures, interactions, and developed 'WatchPod', a multimodal smartwatch enabled control device product for editing 3D objects In A-Frame.

EDUCATION

MS Information, Human Computer Interaction (HCI)

University of Michigan
Apr 2019, GPA 3.81

MS Information Systems

BITS Pilani
Apr 2016, GPA 8.30

SKILLS

Design

Interaction Design, Visual Design, Sketching, Wireframing, User Flow, Information Architecture, Storyboarding, Data Visualization, Adobe Creative Cloud, Sketch, Photoshop, Illustrator

Prototype

Rapid Prototyping, Invision, UXPin, Framer, D3.js, HTML, CSS, JavaScript, React JS

Research

Contextual Inquiry, Personas, Needs Assessment, Usability Testing, Heuristic Evaluation

LEADERSHIP

Leader, Women in Voice

Built a support community for women in voice technology

Workshop Facilitator

IndiaHCI 2016 'MicroInteraction Toolkit for UI/UX Designers'

Graduate Student Instructor

'Intro to Programming', 75 students