

RHEA MANOCHA

UX Designer & Researcher

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rheamanocha.me

(510) 574-6964

EDUCATION

Aug 2016 - May 2020

Purdue University UX Design (BS)

Minors Psychology, Management

Clubs Purdue UX (Secretary), Purdue Hackers (Media Team)

EXPERIENCE

May 2018 - Aug 2018

Product Design Intern Pivotal Cloud Foundry

Redesigned the developer onboarding experience for a PCF product

Conducted user & expert interviews

Used Sketch & Figma for pair prototyping

Wrote user stories to communicate with cross-functional team

Feb 2018 - Present

Undergraduate UX Research Assistant Freeform

Conducting user research & competitive analysis

Analyzing user data through task flow analysis

Prototyping UI redesign of course website using Sketch and Marvel

Testing prototypes through usability and preference testing

Updated graphic design of program materials

Jan 2018 - Present

Undergraduate Research Assistant UXP2 Lab

Observing design practitioners in context of dark patterns

Analyzing lab study data through linkography data visualizations

Contributing to research papers

May 2017 - May 2018

UX Intern Purdue OIRAE

Wrote reports on usability testing and UX practices

Analyzed user data through statistical analysis

Presented on design strategies

Jan 2017 - Aug 2017

UX Intern Zero Systems

Designed low & high fidelity prototypes for product MVP using Sketch and Adobe Illustrator

Applied Material Design patterns to guide UI development

Collaborated through InVision, Zeplin, and Confluence

SKILLS

UX

User research, problem framing, analysis, journey mapping, ideation, sketching, rapid prototyping, user testing

Tools

Sketch, Figma, InVision, Marvel, Zeplin, Adobe Creative Suite

Development

HTML/CSS, Bootstrap, Java, Github