

RHEA MANOCHA

UX Designer & Researcher

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rheamanocha.me

(510) 574-6964

EDUCATION

August 2016 - May 2020

Purdue University

UX Design (BS)

Minors Computer Science, Psychology

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

EXPERIENCE

Jan 2018 - Present

Undergraduate Research Assistant

UX Pedagogy and Practice Lab

Observing design practitioners in context of dark patterns

Analyzing lab study data through linkography data visualizations

Contributing to research papers

May 2017 - Present

UX Intern

Purdue OIRAE

Conducting user research and competitive analysis to improve a course website

Analyzing user data through task flow analysis and statistical analysis

Prototyping UI design recommendations

Presenting on design strategies

Jan 2018 - Apr 2018

UX Semester Project

Avanade

Co-lead a team of 8 people

Conducted a user survey with 180 participants

Applied project management methodology

Sketched and prototype concepts iteratively using

low to high fidelity tools

Coordinated with sponsors weekly

Jan 2017 - Aug 2017

UX Intern

Zero Systems

Designed low to high fidelity prototypes for the minimum viable product using Sketch and Adobe Illustrator

Applied Material Design patterns to guide UI development

Collaborated with cross-disciplinary teams through InVision, Zeplin, and Confluence

SKILLS

UX

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

Tools

Sketch, InVision, Marvel, Zeplin, Adobe Creative Suite

Development

Java, HTML/CSS, Bootstrap