RHEA MANOCHA
UX Designer & Researcher

rheamanocha5@gmail.com
rheamanocha.me
(510) 574-6964

EDUCATION

Aug 2016 - May 2020

Purdue University
UX Design (BS)
Minors Computer Science, Psychology, Management
Clubs Purdue UX (Secretary), Purdue Hackers (Media Team)

EXPERIENCE

Jan 2018 - Present

Undergraduate Research Assistant
UX Pedagogy and Practice Lab
NSF-funded project on Dark Patterns

Sep 2017 - Dec 2017

UX Project
Cerner Corporation - Sponsor
Researched college students' interaction with health care systems
Led 2 expert interviews and 7 student interviews
Analyzed research through affinity diagramming, personas, and journey mapping
Created a journey map, 10 logo options, and a branding kit

May 2017 - Present

UX Intern
Purdue OIRAE
Performing user research through observations and interviews
Conducting usability and accessibility testing on current project prototypes
Identifying design problems and proposing solutions
Presenting on design strategies

Jan 2017 - Aug 2017

UX Intern
Stealth Startup - Cybersecurity
Created 5 user flows for product components
Designed low to high fidelity prototypes for the minimum viable product using Sketch and Adobe Illustrator
Utilized Material Design style standards 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, prototyping, user testing, documentation

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

Development Java, HTML/CSS, Bootstrap