

# RUCHI OOKALKAR

User Experience Designer

734-882-9298  
ruchido@umich.edu  
[rookalkar.github.io](https://github.com/rookalkar)

## EDUCATION

**MS Information, Human Computer Interaction (Apr'19)**  
University of Michigan

**MS Tech Information Systems (Aug'16)**  
Birla Institute of Technology and Science Pilani

## WORK EXPERIENCE

**User Interface Engineer | Flipkart (Dec'16 - Aug'17)**  
Conducted user research and designed personas, wireframes, conducted usability tests, rewrote information architecture for internal BI tools, dashboards followed by development (ReactJS) leading to 70% reduction in execution time

**Research Associate | Information Design Lab (Jun'16 - Dec'16)**  
Visualised school infrastructural data in a hierarchical format as a squarified zoomable interactive treemap to enable determining areas of need and level of impact of lack of facilities

**User Interface Engineer Intern | Flipkart (Jun'15 - Dec'15)**  
Designed and developed a success story visualization for Flipkart's head office showcasing market penetration for business analytics and display purpose (D3.js) resulting in 5% increase in revenue

## ACADEMIC PROJECTS

**UX Consultant | Google**  
Conducted user research to explore the use of Google Home Mini for college students and delivered design recommendations

**UX Designer | Pair Programming Partner Search**  
Designed UX for a web-application through rapid prototyping to connect women pair programmers

**Product Designer | Gestures for Augmented Reality**  
Designed and developed gestures and interactions for 'WatchPod', a smartwatch enabled control device for editing 3D objects in Unity

**UX Researcher | Institute of Social Research**  
Conducted user research through contextual interviews, interpretations and affinity wall mapping to arrive at recommendations

## SKILLS

**User Experience**  
Contextual Inquiry  
Personas  
Usability Testing  
Rapid Prototyping  
Wireframing  
Brainstorming  
Affinity Mapping  
Comparative Analysis  
Storyboarding  
Card Sorting  
Information Visualization

### Tools/Languages

Sketch  
Photoshop  
Illustrator  
InVision  
HTML5/CSS3  
JavaScript  
ReactJS/D3.js

## LEADERSHIP

**Workshop Facilitator**  
India HCI 2016  
'MicroInteraction Toolkit for UI/UX Designers'

## COURSEWORK

Interaction Design  
Information Architecture  
Fundamentals of Human Behaviour  
Graphic Design  
Needs Assessment and Heuristic Evaluation  
Instructional Design  
Contextual Inquiry