

# RUCHI OOKALKAR

User Experience Designer and Engineer

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[rookalkar.github.io](https://github.com/rookalkar)

## EDUCATION

Master of Science in Information, Human Computer Interaction (HCI)	Apr'19
University of Michigan, Ann Arbor	
MSc.Tech Information Systems	Aug'16
Birla Institute of Technology and Science Pilani, Goa	

## WORK EXPERIENCE

Research Associate	Sep'17 - Current
University of Michigan, MI	

Research to explore the difference in study results when personal bias is considered for data visualization using Bayesian statistics

User Interface Engineer	Dec'16 - Aug'17
Flipkart, Bangalore, India	

Designed personas, wireframes, conducted usability tests, rewrote information architecture for internal tools, dashboards followed by development (ReactJS) leading to 70% reduction in execution time

Research Associate	Jun'16 - Dec'16
Information Design Lab, IIT Bombay, India	

Visualised infrastructural data of over 1 lakh schools in a hierarchical format as a squarified zoomable interactive treemap to determine areas of need and level of impact of lack of facilities

User Interface Developer Internship	Jun'15 - Dec'15
Flipkart, Bangalore, India	

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

## PERSONAL PROJECTS

**Pair Programming Partner Search (UX Design)**  
Designed UX for a web-application through rapid prototyping and user research to connect women pair programmers

**ICPSR, University of Michigan (UX Research)**  
Conducted user research through contextual interviews, interpretations and affinity wall mapping to arrive at recommendations

## SKILLS

**Design**  
Need Finding, Interviews, Surveys, Usability Testing, Game Design, Paper Prototyping, Wireframing, Instructional Design

**User Research**  
Brainstorming, Contextual Inquiry, Affinity Mapping, Whiteboarding, Scenario, Experience Mapping

**Tools/Languages**  
HTML5, CSS3, JavaScript, ReactJS, D3.js, Python, R, Sketch, Adobe Illustrator, InVision

## LEADERSHIP

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

**Teaching Assistant**  
Instructional Design (IITB)  
Class size of 30  
Computer Architecture (BITS) Class size of 190

**Teaching Volunteer**  
Udaan Foundation, Mumbai  
Taught science and math to 40 underprivileged students

**Vice President**  
Drama Club, BITS Pilani  
Team size 40