

# RUCHI OOKALKAR

User Experience Designer and Engineer

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rookalkar/github.io

## EDUCATION

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

## 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	
User Interface Engineer	Dec'16 - Aug'17
Flipkart, Bangalore, India	
- Designed personas, wireframes and conducted usability tests for internal access control tool used throughout the company by 1000+ users	
- Built internal access control tool (ReactJS)	
Migrated existing Case Management WebApp to cleaner UX and newer tech stack (React JS)	
Research Associate	Jun'16 - Dec'16
Information Design Lab, IIT Bombay, India	
- Visualised Govt. of Maharashtra State infrastructural data of over 1 lakh schools in a hierarchical format as a squarified zoomable interactive tree map	
User Interface Developer Internship	Jun'15 - Dec'15
Flipkart, Bangalore, India	
- Developed a success story visualization for Flipkart's head office (Bangalore) showcasing pan-India market penetration	
- Added tool to suggest map type visualisation based on data characteristics to Flipkart's in-house data analysis dashboard	

## CURRENT PROJECTS

ICPSR, University of Michigan
Contextual Inquiry project to standardize data curation process
Pair Programming Partner Search
UX research and design for partner search application

## SKILLS

### Tools/Languages

HTML5, CSS3, Javascript  
ReactJS, D3.js, python, R  
Sketch, Adobe Illustrator,  
Invision

### User Research

Brainstorming, Contextual  
Inquiry, Affinity Mapping,  
Whiteboarding, Scenario,  
Experience Mapping

### Design

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

## LEADERSHIP

### Workshop Facilitator

IndiaHCI 2016  
'MicroInteraction Toolkit for  
UI/UX Designers'

### Teaching Assisant

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 underpriveleged  
students

### Vice President

Drama Club, BITS Pilani  
Team size 40