RUCHI OOKALKAR
User Experience Engineer and Designer

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rookalkar/github.io

EDUCATION

Master of Science in Information (HCI) University
of Michigan, Ann Arbor   Apr'19

MSc.Tech Information Systems
Birla Institute of Technology and Science, Pilani   Aug'16

WORK EXPERIENCE

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'16 - Dec'16
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 charecteristics 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

HTML5, CSS3, Javacript
ReactJS, AngularJS D3.js,
python, R
Sketch, Adobe Illustrator

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

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

Vice President
Drama Club, BITS Pilani
Team size 40

Teaching Volunteer
Udaan Foundation,
Mumbai Taught sciene and
math to 40
underpriveleged students