RUCHI OOKALKAR
User Experience Designer and Engineer

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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 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

Tools/Languages
HTML5, CSS3, Javacript
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