

RUCHI OOKALKAR

Product 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

Product Designer (Intern) | Sumo Logic (Jun'18 - Aug'18)
Designed user flows, wireframes and product features to highlight
Related Content Discovery on dashboards in the enterprise product
Created interactive prototypes using Framer.js, UXPin, ReactJS

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

ACADEMIC PROJECTS

Voice UX Designer | Chattie
Conducted user mixed methods user research, designed end to end
features, user flows and wizard of oz tests to design the experience of
a voice application

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

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

SKILLS

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

Tools/Languages

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

HONORS

Winner, Student Design Competition
UXPA 2018
Chattie: A voice based
companion for practicing
conversations in new
languages

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