RUCHI OOKALKAR
User Experience Designer

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EXPERIENCE

User Experience Designer Intern | Sumo Logic (Jun'18 - Aug'18)
Worked in a cross functional agile team to design a visionary product feature and create interactive prototypes (UXPin, Framer.js) that highlight Related Content Discovery in the B2B product

User Interface Engineer | Flipkart (Dec'16 - Aug'17)
Conducted user research, redesigned information architecture, created wireframes and conducted usability tests for internal BI tools, dashboards followed by development (ReactJS) leading to 70% reduction in execution time

Data Visualization | 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

PROJECTS

Voice User Experience Designer | Chattie (Mar'18 - Aug'18)
Winner, UXPA 2018, Student Design Competition
Conducted mixed methods user research with interviews, surveys and comparitive analysis, designed conversation flows, lead wizard of oz tests to design a language learning conversation partner

User Experience Designer | Coder Girls (Aug'17 - Dec'17)
Designed a pair programming platform to help female programmers find partners to pair program through the process of wireframing, user scenarious, flows, prototyping and usability testing.

User Research Consultant | Google Home (Jan'18 - Apr'18)
Conducted interviews, heuristic analysis, and usability tests to explore the use of Google Home Mini for college students and delivered design recommendations

User Experience Designer | Gestures for AR (Jan'18 - Apr'18)
Designed and developed gestures and interactions for 'WatchPod', a smartwatch enabled control device for editing 3D objects in Unity

EDUCATION

MS Information Human Computer Interaction
University of Michigan
CGPA 3.81 | Apr'19

MS Information Systems
BITS Pilani
CGPA 8.3 | Apr'16

SKILLS

Design
Wireframing,Scenarios, Information Architecture, Storyboarding, Card Sorting, Comparative Analysis, Information Visualization

Prototyping
Rapid Prototyping, InVision UXPin, Framer.js, HTML5, CSS3, D3.js, JavaScript, ReactJS

Research
Contextual Inquiry, Personas, Affinity Mapping, Usability Testing, Wizard of Oz Testing

Tools
Sketch, Photoshop, Illustrator

HONORS

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