

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

Flipkart, Bangalore, India

Dec'16 - Aug'17

- 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

Information Design Lab, IIT Bombay, India

Jun'16 - Dec'16

- 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

Flipkart, Bangalore, India

Jun'15 - Dec'15

- 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

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 Assistant

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 underprivileged students

Vice President

Drama Club, BITS Pilani
Team size 40