

# RUCHI OOKALKAR

User Experience Designer and Engineer

734-882-9298

ruchido@umich.edu

rookalkar/github.io

## 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	
<ul style="list-style-type: none"><li>- Research to explore the difference in study results when personal bias is considered for data visualization</li></ul>	
User Interface Engineer	Dec'16 - Aug'17
Flipkart, Bangalore, India	
<ul style="list-style-type: none"><li>- Designed personas, wireframes and conducted usability tests for internal access control tool used throughout the company by 1000+ users</li><li>- Built internal access control tool (ReactJS)</li><li>- Migrated existing Case Management WebApp to cleaner UX and newer tech stack (React JS)</li></ul>	
Research Associate	Jun'16 - Dec'16
Information Design Lab, IIT Bombay, India	
<ul style="list-style-type: none"><li>- Visualised Govt. of Maharashtra State infrastructural data of over 1 lakh schools in a hierarchical format as a squarified zoomable interactive treemap</li></ul>	
User Interface Developer Internship	Jun'15 - Dec'15
Flipkart, Bangalore, India	
<ul style="list-style-type: none"><li>- Developed a success story visualization for Flipkart's head office (Bangalore) showcasing pan-India market penetration</li><li>- Added tool to suggest map type visualization based on data characteristics to Flipkart's in-house data analysis dashboard</li></ul>	

## 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, 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 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