

# RUCHI OOKALKAR

User Experience Designer and Engineer

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## EDUCATION

**Master of Science in Information Human Computer Interaction (HCI)** Apr'19  
University of Michigan, Ann Arbor

**MSc.Tech Information Systems** Aug'16  
Birla Institute of Technology and Science, Pilani

## CURRENT PROJECTS

**ICPSR, University of Michigan**  
Conducted user research through contextual interviews, interpretations and affinity wall mapping to arrive at solutions

**Pair Programming Partner Search**  
Designed a web-based application through rapid prototyping and user research to connect women pair programmers

## WORK EXPERIENCE

**Research Associate (Data Visualization)** Sep'17 - Current  
University of Michigan, MI

Research to explore the difference in study results when personal bias is considered for data visualization using Bayesian statistics

**User Interface Engineer** Dec'16 - Aug'17  
Flipkart, Bangalore, India

Designed personas, wireframes, conducted usability tests, rewrote information architecture for internal tool used throughout the company by 1000+ users and built the tool (ReactJS)

**Research Associate (Data Visualization)** Jun'16 - Dec'16  
Information Design Lab, IIT Bombay, India

Visualised infrastructural data of over 1 lakh schools in a hierarchical format as a squarified zoomable interactive treemap to determine areas of need and level of impact of lack of facilities

**User Interface Developer Internship** Jun'15 - Dec'15  
Flipkart, Bangalore, India

Designed and developed a success story visualization for Flipkart's head office showcasing market penetration for business analytics and display purpose (D3.js)

## 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