

RUCHI OOKALKAR

User Experience Designer

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EXPERIENCE

UX Design Intern | Sumo Logic, Jun - Aug 2018

Worked in a cross functional team to design a visionary product feature and create interactive prototypes in UXPin and Framer.js that highlight related content discovery in the B2B product. The design was delivered to a scrum team to build.

UI Engineer | Flipkart, Dec 2016 - Aug 2017

Conducted user research, redesigned information architecture, created wireframes and conducted usability tests for internal BI tools and dashboards followed by developing the designs using ReactJS. The redesign lead to 70% reduction in execution time.

Research Associate | Information Design Lab, Jun - Dec 2016

Visualized school infrastructural data in a hierarchical format as a squarified zoomable interactive treemap to determine areas of need and impact of lack of facilities.

PROJECTS

Voice UX Designer | Chattie, Mar - Aug 2018

Winner, UXPA 2018, Student Design Competition

Conducted mixed methods user research with interviews, surveys and comparative analysis, designed conversation flows, led wizard of oz tests to design a language learning conversation partner.

UX Designer | Coder Girls, Aug - Dec 2017

Designed a pair programming platform to help female programmers find partners to pair program through the process of wireframing, user scenarios, flows, prototyping and usability testing.

UX Research Consultant | Google Home, Jan - Apr 2018

Conducted interviews, heuristic analysis, and usability tests to explore the use of Google Home Mini for college students then delivered design recommendations to the team.

UX Designer | Gestures for AR, Jan - Apr 2018

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
Apr 2019, GPA 3.81

MS Information Systems

BITS Pilani
Apr 2016, GPA 8.30

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

LEADERSHIP

Workshop Facilitator

IndiaHCI 2016 'MicroInteraction Toolkit for UI/UX Designers'