

RUCHI OOKALKAR

Product Designer

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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, Goa

WORK EXPERIENCE

Research Associate 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 tools, dashboards followed by development (ReactJS) leading to 70% reduction in execution time

Research Associate 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) resulting in 5% increase in revenue

PERSONAL PROJECTS

Pair Programming Partner Search (UX Design)
Designed UX for a web-application through rapid prototyping and user research to connect women pair programmers

ICPSR, University of Michigan (UX Research)
Conducted user research through contextual interviews, interpretations and affinity wall mapping to arrive at recommendations

SKILLS

Design
Need Finding, Interviews, Surveys, Usability Testing, Game Design, Paper Prototyping, Wireframing, Instructional Design

User Research
Brainstorming, Contextual Inquiry, Affinity Mapping, Whiteboarding, Scenario, Experience Mapping

Tools/Languages
HTML5, CSS3, JavaScript, ReactJS, D3.js, Python, R, Sketch, Adobe Illustrator, InVision

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