RUCHI OOKALKAR
User Experience Designer and Engineer

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Ann Arbor, Michigan

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

User Interface Engineer   Dec'16 - Aug'17
Flipkart, Bangalore, India
• 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   Jun'16 - Dec'16
Information Design Lab, IIT Bombay, India
• 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   Jun'15 - Dec'15
Flipkart, Bangalore, India
• 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 charecteristics to Flipkart's
  in-house data analysis dashboard

CURRENT PROJECTS

• ICPSR, University of Michigan
  Contextual Inquiry project to standardize data
  curation process

• Trading second hand good among students
  Interaction Design project aimed at re-designing
  currently used Facebook tools

SKILLS

HTML5, CSS3, Javacript
ReactJS, AngularJS
D3.js, python
Sketch, Adobe Illustrator

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

Need Finding, Interviews,
Surverys, Usability Testing,
Focus Goups, Wireframing,
Paper Prototyping,
User Persona creation

LEADERSHIP

Workshop facilitator
IndiaHCI 2016
'MicroInteraction Toolkit for
UI/UX Designers'

Teaching Assisant
Instructional Design (IITB)
Class size of 30
Computer Architecture (BITS)
Class size of 190

Vice President
Drama Club, BITS Pilani
Team size 40

Teaching Volunteer
Udaan Foundation, Mumbai
Taught sciene and math to 40
underpriveleged students