

# RUCHITA RATHI

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Crafts compelling user experiences to create the **aha!** effect

<https://www.linkedin.com/in/ruchitar>

<http://bit.ly/ruchita>

<http://github.com/ruchita20>

## education

- 2013-2015 (expected) **UC Berkeley School of Information** (Master of Information Management & Systems, M.I.M.S) 3.67 GPA  
Focus areas: Product management, Product design, User Interface Design
- 2007-2009 **Symbiosis International University** (Masters in Business Administration, IT Business Management)
- 2000-2005 **University of Pune** (Bachelor of Engineering, Computer Science and Information Technology)

## experience

- 2014 **Product Design Intern** at **ownCloud Inc. via GNOME Foundation**  
Conceptualized, prototyped, and developed an open source bookmarking application - ReadLater.
- 2014 **Pro Bono Design Work** at **stealth mode social enterprise**  
Conducted user research, prototyped, and designed minimum viable product for healthcare social enterprise that develops radiology solutions for underserved areas in India.
- 2010 - 2013 **Member of Technical Staff** at **Hortonworks, Inc., USA**  
Saved **40%** man-hours/release in agile dev cycles by launching continuous integrations framework. Technical product management and user experience testing efforts for **30 releases**. Responsible for release engineering efforts for top **5** partners in the ecosystem.
- 2009 - 2010 **Communication Design Engineer** at **AppDynamics, Inc., USA**  
Launched CMS site, reduced support calls by **15%** per week. Product evangelising efforts - technical white paper received **6000** downloads within first week of beta release and improved customer pipeline by **20%**.
- 2004 - 2009 **Business Development Associate / Author** at **TechMax Pvt. Ltd.**
- 2008 **Management Trainee / Process Consultant** at **Citibank, India.**
- 2005-2006 **Software Developer** at **Cognizant, India.**
- 2004-2005 **Software Developer** at **e-Zest Pvt. Ltd.**

## projects

- 2014 **Free Speech Movement App:** Drawing app for smartwatches on Android platform.
- 2014 **Solar You:** Time travel app using Android SDK.
- 2014 **SmartWatch TODO App:** Prototyped TODO App on Android smartwatch platform for working parents.
- 2014 **Needs Assessment for INPROL:** Usability assessment for **US Government Initiative of Peace's** organization.
- 2014 **Crime Against Women:** Interactive web app to visualize crime against women using d3.js, Tableau, & HighCharts.
- 2013 **BrunchBox:** Interactive visualization for local brunch places using d3.js and Yelp APIs.
- 2013 **MusicMap:** Interactive visualization for global music trends using d3.js, jQuery, LastFM, and YouTube APIs.
- 2013 **Food Savors:** Managed a 3 person team for developing leftover food swapping Android application.

## awards

- 2014 **Facebook Hackathon Runner up:** Hack integrated in production. Featured on *berkeley.edu* home page.

## skills

**User interaction and UX design:** prototypes, storyboarding, user diaries, needs assessment, wearable UX

**Programming:** Python, Java, Android

**Front end design:** jQuery, HTML/CSS, XML/XSLT, PHP, APIs, Framer.js, Adobe Illustrator, Adobe Photoshop

**Software engineering skills:** Agile development, program management, project management

**Information visualization, data analytics:** d3.js, Tableau, Highcharts