

RUTA GOKHALE

Experience Designer

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I design experiences
to solve problems.

EDUCATION

**MS, Human Computer
Interaction**

University of Michigan

Sep 2016 - Apr 2018

BE, Computer Science

University of Pune

Aug 2012 - Jun 2016

SKILLS

Contextual Interviews

Competitive Analysis

Affinity Maps

User Personas

User Workflows

Interaction Design

Wireframes and Prototypes

Usability Testing

Visual Design

Information Visualization

TOOLS

Axure

Adobe CC

Figma

Sketch

HTML, CSS

JavaScript

Python

EXPERIENCE

High Tech Anthropologist®

Dec 2018 - Present

Menlo Innovations, Ann Arbor, MI

- Designing B2B and B2C products and experiences for clients through the use of Lean and Agile UX processes.
- Day to day responsibilities include: Paired designing, strategizing with clients, collaborating with developers, writing user stories.

UX Research Assistant

Oct 2017 - Nov 2018

U-M School of Information, Ann Arbor, MI

- Analyzed 90 interview transcripts by examining factors that contributed to development of internet and organized data to help Prof. Doug Van Houweling author a book.
- Increased work throughput by managing work dependencies and facilitating team meetings for undergraduate students.

User Experience Intern

May 2017 - Aug 2017

U-M IT Services, Ann Arbor, MI

- Led a customer review of MiServer by conducting qualitative interviews and developing strategies to implement the feedback.
- Optimized the workflow for ~30 Business Administrators by observing their interactions with a reporting tool and redesigning it.
- Synthesized information from student interviews by creating personas and storyboards to ideate features for redesign of U-M mobile app used by 30,000+ students.

PROJECTS

UX Designer

Aug 2017 - Sep 2017

Reality Automation & Security Systems

Designed interactions and workflow for an Android mobile app to track gas leak and other safety sensors within a short timeline to publish it on Google Play Store.

Product Designer

Sep 2016 - Dec 2016

Sage & Grace

Designed wireframes guided by user research, for a funeral planning website by identifying primary users through interviews and survey.