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

- Assisting clients by designing B2B and B2C products through the use of Lean and Agile UX processes.
- Day to day responsibilities include: Paired designing, strategizing with clients, collaborating with developers, writing story cards

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

Interaction 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.