

# RUTA GOKHALE

Experience Designer

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[www.medium.com/@rutagokhale](http://www.medium.com/@rutagokhale)

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, user discovery, 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.