RUTA GOKHALE

UX Designer | www.rutagokhale.com

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EXPERIENCE

UX Research Assistant | **Oct 2017 - Present**
University of Michigan School of Information | Ann Arbor
- Analyze 90+ interview transcripts using NVivo software by coding and synthesis of different themes in interviews.
- Liaise with author and rest of the team to organize interview data and summarize research findings.

Interaction Designer | **Aug - Sep 2017**
Realty Automation & Security Systems | Pune
- Designed interactions and workflow for an Android mobile app to track gas leak and other safety sensors. Designed a web portal for the R&D team to manage devices and users.
- Collaborated with stakeholder, product manager and app developers to launch the mobile app within specified timeline.

UX Design Intern | **May - Aug 2017**
University of Michigan IT Services | Ann Arbor
- Optimized workflow of an existing reporting tool used by ~30 Business Administrators, by redesigning the application in collaboration with a developer.
- Created user personas and storyboards from student interviews to ideate features for redesign of Michigan mobile app used by 30,000+ students.

Product Designer | **Sep - Dec 2016**
Sage & Grace, Design Clinic | Ann Arbor
- Identified primary users and their needs from a funeral planning website by conducting contextual interviews and survey. Designed wireframes for the website guided by user research. (http://sageandgrace.io/)

PROJECTS

Information Designer | **Hate Crimes in US | Nov - Dec 2017**
- Developed visualizations using D3.js to explore distribution of hate crimes across different states and years based on different motivations.

UX Designer | **Babble | Oct - Dec 2017**
- Designed features and interactions for a location-based social network app to connect people though user generated content using Figma.

UX Analyst | **Omega Point | Jan - Apr 2017**
- Evaluated usability of a web based financial analytics platform using heuristics and usability testing to recommend ways to enhance its UX.

LEADERSHIP ACTIVITIES

- **Event Planner** | WIAD 2018 | Oct 2017 - Feb 2018
- **Logistics Coordinator** | Alternative Spring Break | Feb 2017
- **Workshop Organizer** | Mentor2Youth | Oct 2016 - Feb 2017
- **Design team** | MIT College magazine | May 2015 - Apr 2016

EDUCATION

University of Michigan School of Information, Ann Arbor | Apr 2018
MS Human-Computer Interaction

University of Pune, India | Jun 2016
BE Computer Science

DESIGN

Interaction Design
Wireframing
Rapid Prototyping
Sketching
User Personas
Information Architecture
UI Design
Graphic Design
Information Visualization

RESEARCH

Contextual Inquiry
Survey Design
Competitor Analysis
Affinity Diagrams
Journey Mapping
Heuristic Evaluation
Card Sorting
Usability Testing
Statistics

TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe XD
Axure
Balsamiq
Figma
HTML5, CSS, JavaScript
Invision
Marvel
Python
Sketch
Tableau