

# Ruta Gokhale

USER EXPERIENCE DESIGNER

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## WORK EXPERIENCE

**USER EXPERIENCE DESIGNER • THOMSON REUTERS** Sep 2019 - Present

- Crafting experiences for web-based enterprise tax software.
- Designing product features by mapping user flows, defining scenarios based on user data, and creating wireframes.
- Collaborating with content writers and UX Researchers to design cohesive user experiences across 3 products.
- Discussing project scope and timelines and prioritizing features with product managers.

**PRODUCT DESIGNER • MENLO INNOVATIONS** Dec 2018 - Aug 2019

- Co-created high-fidelity designs for B2B software for 4 clients, based on user research data.
- Influenced product roadmaps by balancing client requirements, user needs, and project timelines in an agile environment.
- Provided design support to 20+ front-end developers and created user stories for communicating user goals.

**USER EXPERIENCE INTERN • U-M IT SERVICES** May - Aug 2017

- Optimized a workflow to retrieve data from Excel files by identifying pain points in a reporting tool used by approx. 30 business administrators.
- Synthesized information from interviews to create personas and storyboards for a redesign of the U-M mobile app used by 30,000+ students.

## EDUCATION

**MASTER OF SCIENCE IN INFORMATION** Apr 2018

**HUMAN COMPUTER INTERACTION** • University of Michigan, Ann Arbor, MI

**BACHELOR OF ENGINEERING** Jun 2016

**COMPUTER SCIENCE** • University of Pune, India

## SKILLS

Interaction Design, User flows, Sketching, Wireframing, Information Architecture, Visual Design, Data Visualization, Usability Testing, User Interviews, Affinity Diagrams, Personas

## TOOLS

Sketch, Figma, Axure, Adobe XD, Abstract, Invision, Adobe CC, HTML / CSS, Javascript, Python