RUCHITA LODHA

Product Designer & UI Developer

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EDUCATION

University of Michigan School of Information

MS in Information (HCI)
Sep '19 - Dec '20

R.V. College of Engineering

BE in Computer Science
June '12 - Aug '16

TEACHING

Graduate Student Instructor

Aug '20 - Dec '20

Lectured discussions for a graduate level course, Database Application Design using Django.

SUPERPOWERS

Skills

Contextual Inquiry, Affinity Maps, Survey Design, Wireframing, Prototyping, Interaction Design, Graphic Design, Journey Mapping, Usability evaluation, AR/VR Prototyping

Tools

Figma, AdobeXD, Illustrator, Photoshop, Webflow, Unity, ARKit, Vuforia, Invision

Technologies

JavaScript, HTML, CSS, Python, Django, C#, A-frame, React JS, NodeJS, D3.js, PHP

AWARDS

Developer of the Year | Instamojo 17', 18'

Bangalore, India

U-18 Women's Badminton Championship Winner 15'

New Delhi, India

EXPERIENCE

UX Design Intern | Blizzard Entertainment

June '20 - Aug '20 Irvine, USA (Remote)

- Tackled keyboard and visual accessibility compliance for the Battle.net app features such as settings and voice chat.
- Designed a profanity filter tool for game developers. Streamlined the workflow for foul language data management.
- Redesigned the Avatar selection feature on Battle.net with a predicted increase in user engagement from 27% to 40%.

Impact Design Fellow | Stephen M. Ross School of Business

Jan '20 - June '20 Ann Arbor, USA

- Evangelised the design of a water vulnerability platform created by Blueconduit for residents to understand their drinking water quality and lead levels.

UX Researcher | Social Innovations Research Group, UMSI

Jan '20 - May '20 Ann Arbor, USA

- Performed qualitative data analysis of over 70 interviews of participants enrolled in the Lower Eastside Economic Mobility Program to assess its impact on employment and economic self-sufficiency. CSCW '20.

Senior UI Developer | Instamojo

Sep '17 - Jun '19 Bangalore, India

- Managed the frontend dev team to build business products for MSME's such as E-commerce logistics management, Sachet Loans and Smart Payment Links contributing to over 30% of the GMV.

PROJECTS

AR alphabet app to support kids with Dyslexia

Jan '20 - Apr '20

Designed an AR alphabet learning game for dyslexic children. Sketched and developed the app using Unity and AR Foundations.

Research Administration competency tool

Aug '19 - Dec '19

Designed a tool for Research Administrators at the university to discover competencies and resources for their career development.

Collaboration platform for artists

Aug '19 - Dec '19

Conceptualized and designed a creative gig collaboration platform for artists. Conducted a complete design sprint.