+1(734)881-5172
ruchital@umich.edu
ruchitalodha.com
linkedin.com/in/ruchitalodha

RUCHITA LODHA

Empathetic **Product Designer** and Technologist

EDUCATION

University of Michigan
School of Information
MS in Information (HCI)
GPA - 4 / 4
SEP '19 - EXPECTED '21

R.V. College of Engineering
BE in Computer Science
GPA - 8.62 / 10
JUNE '12 - AUG '16

SUPERPOWERS

Research

Contextual Inquiry
Affinity Maps
Usability Testing
Storyboarding
StoryMapping
Wireframing
Prototyping

Design

Adobe XD
Sketch
Figma
Illustrator
Photoshop
Invision
Balsamiq

Code

HTML, CSS
Javascript
ReactJS
Redux
NodeJS
Bootstrap
Python
PHP

Others

Procreate
Asana
JIRA
GIT

AWARDS

MojoStar Award - Instamojo
Best Products POD contributor
2019   BANGALORE, INDIA

Spot Award - Instamojo
Best contributor FY 2018
2018   BANGALORE, INDIA

**Winner at the Women's
Badminton Championship**
All India DPS
2012   NEW DELHI, INDIA

EXPERIENCE

UX Designer | Collaboration Platform for Artists
SEP '19 - NOV '19   ANN ARBOR, USA

Conceptualized and designed a creative gig collaboration platform for artists.

Used the crazy-8s method to sketch eight solutions and tested with four potential users using hallway testing. Iterated on three prototypes based on feedback from users.

UX Researcher | File Management for a Coworking Facility
SEP '19 - NOV '19   ANN ARBOR, USA

Conducted comprehensive interviews with the MI-HQ staff to uncover issues with their current file management systems for leasing properties. Created affinity walls to funnel meaningful findings and provide recommendations.

Product Manager | Research Administration Competency Tool
SEP '19 - NOV '19   ANN ARBOR, USA

Managed a team of five to designe a web tool for Research Administrators at University of Michigan to visualize the required competencies and resources for their career development.

Senior Software Developer | Instamojo
NOV '17 - APRIL '19   BANGALORE, INDIA

Developed the UI for business products like Logistics platform, Sachet Loans and Smart Payment Links for small and medium scale businesses contributing to over 30% of the GMV.

Lead the UI team of four for revamping the Instamojo onboarding flow, refunds, payments and customer support dashboards.

Full Stack Developer | Zopnow
JUN '16 - OCT 17   BANGALORE, INDIA

Designed and implemented the internal administration interfaces for the e-commerce platform.

Deployed a server monitoring system with data visualisation dashboards contributing to a 70% increase in server issues reporting.

Developed a distributed application for email campaign management using Gearman service workers in PHP leading to a 50% automation of marketing campaigns.

Technology Consulting Intern | PricewaterhouseCoopers Ltd.
JUNE '15 - AUG '15   BANGALORE, INDIA

Analysed and reported the user experience of Microsoft Dynamics AX tool used to improve business processes by transforming their functions across finance, production, service, supply chain and human capital.