

# RUTA GOKHALE

## USER EXPERIENCE DESIGNER

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## EXPERIENCE

### SR. USER EXPERIENCE DESIGNER • COLLIBRA • Feb - Nov 2022

- Improved usability and conceptualized features for an application that helps privacy teams protect sensitive data in an organization.
- Led the product's beta launch to evaluate product-market fit with prospective customers.
- Strengthened cross-functional collaboration by introducing weekly office hours and facilitating brainstorming sessions for the team.

### USER EXPERIENCE DESIGNER • THOMSON REUTERS • Sep 2019 - Jan 2022

- Consolidated experiences for web-based tax software by designing workflows across 3 products.
- Consulted product teams to plan for and develop new functionality through progressive designs.
- Crafted experiences across the platform, in partnership with content writers, other designers, and UX researchers.

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

- Enabled development of B2B custom software for 4 clients, by co-creating high-fidelity designs, backed by user research.
- Influenced product roadmaps by balancing client budgets, user needs, and project timelines in an agile environment.

### UX DESIGN INTERN • UM IT SERVICES • May - Aug 2017

- Optimized a reporting tool used by 30+ business analysts by identifying pain points and redesigning key workflows.

## EDUCATION

### MASTER OF SCIENCE IN INFORMATION • Apr 2018

HUMAN COMPUTER INTERACTION • University of Michigan, Ann Arbor

### BACHELOR OF ENGINEERING • Jun 2016

COMPUTER SCIENCE • University of Pune, India

## SKILLS

Interaction Design, Sketching, Wireframing, Journey Mapping, User Flows, Information Architecture, Visual Design, Usability Testing, User Interviews, Affinity Diagrams, Data Visualization

## TOOLS

Figma, Miro, Sketch, Abstract, Invision, Adobe Creative Suite, Adobe XD, Axure, HTML, CSS, JS