

RUCHA PATWARDHAN

180 Brannan St, San Francisco, CA | 732.500.7479 | patwardhan.rucha@gmail.com | www.rucha.design

WORK EXPERIENCE

UX DESIGNER [Designing digital product experiences for complex data flows in cyber security](#)

[RSA](#), California

Jul 2015- Present

UX Design:

- redesigning the security analyst web interface for rapid threat response to incoming threats
- end to end product cycle: auditing current interfaces, competitive analysis, designed persona focused workflows, early product strategy and feature definition, whiteboarding to align the team's thought process.

Design Processes:

- established process improvements to incorporate design iterations in agile engineering cycles leading to faster task completion.
- enjoy collaborating with developers to work on the little details which ensure quality of product

Customer Interactions:

- built click through design prototypes and presented them at multiple security conferences
- pitched new concepts at in person customer meetings which received a lot of positive feedback

**UX DESIGN
CONSULTANT**

[Infnx](#), Santa Clara

[Designed phone and web interfaces for healthcare management](#)

- simplified workflows for healthcare professionals through mobile and web applications
- built storyboards, provided detailed wireframe workflows and created design specifications to ensure that all stakeholders were aligned during remote collaboration.

**INTERACTION
DESIGN INTERN**

[Frog Design](#), New York

Feb 2015- Apr 2015

[Futuristic design concepts for digital experiences in New York subways](#)

- conducted field research to create ecosystem maps, concept boards and commuter workflow maps. These were instrumental in kicking off the team's discovery process.
- deliverables: designs for screens in subway cars and workflow of commuter interactions in the terminal. Wireframed detailed iPad applications for ad space vendors in the subway system.

UX DESIGN INTERN
[Intel Labs](#), Intel Corp, CA

Jun 2014- Aug 2014

[Designed educational experiences to make electronics more engaging for middle school children](#)

- worked through a rapid iterative design process to design digital-hardware prototypes every two weeks and test it with 30 middle schoolers.
- Gathered a large number of critical insights which have been instrumental in helping Intel introduce their technology in schools.

[Project Video](#) | *Awarded Best Intern Project 2014 at Intel Labs*

UX DESIGN INTERN [Project focused on emotions, environment , safety for elder patients with long term medication](#)
[Honeywell Tech](#), Bangalore – Pitched concepts to design leads and product strategists. The concepts from this project were
Jan 2013 - May 2013 incorporated in their revamped vision for Honeywell Hommed Products.

DIGITAL ADVERTISING [Designed extensively for the web, mobile and social media](#)
CREATIVE VISUALIZER | [Webchutney Studios, Mumbai](#) | 2011 |Award: *Employee of the Quarter*
ADVERTISING INTERN | [Publicis India](#) | 2009
VISUAL DESIGN INTERN | [TBWA Pvt. Ltd.](#) | 2008

EDUCATION **NEW YORK UNIVERSITY** | ITP, Tisch School of the Arts | May 2015 | *Merit Scholarship 2013 & 2014*

– **NYU Stern Entrepreneurial Challenge**
FINALIST: Social Venture Challenge (top 5 teams from 150)

– **Smart Hoodie** | [Project Website](#)
Project published on multiple news platforms including [CNN](#), [Forbes](#), [Verge](#), [Mashable](#), [PSFK](#)

– **NYU Prototyping Fund** | [Official Announcement](#)
Project selected for funding from submissions across NYU

NATIONAL INSTITUTE OF DESIGN | New Media Design, Post Graduate | May 2013

SYMBIOSIS INSTITUTE OF DESIGN | Communication Design, Bachelor of Design | July 2010

SOFTWARE SKILLS **Design Tools:** Pen and Paper, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro, Dreamweaver)
UX Prototyping: Axure, Invision, Sketch, UXPin, Adobe XD, Proto.io
Programming: HTML, CSS, Javascript, Android Emulator
Physical Prototyping: Arduino, Processing, Maker, Autodesk Maya, Rhino
Motion Design: After Effects, Final Cut Pro, Keynote

UX SKILLS agile ux methods, card sorting, collaboration, concept building, contextual inquiry, high fidelity prototyping, information architecture, interaction patterns, personas, rapid prototyping, scenarios, sitemaps, specifications, systems thinking, task flows, workflow mapping and wireframing