

# RUCHA PATWARDHAN

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**WORK EXPERIENCE** Exploring data visualizations to make complex data simpler

**PRODUCT DESIGNER**

[vArmour](#), California  
Feb 2017- Present

**UX Design:**

- leading agile discovery and concept building process around visualizations for network data
- designing comprehensive end to end workflows for data management based on numerous collaboration sessions with PM and domain experts

**UX DESIGNER**

[RSA](#), California  
Jul 2015- Feb 2017

Designing digital product experiences for complex data flows in cyber security

**UX Design:**

- redesigning the security analyst web interface for rapid threat response to incoming threats
- part of a small yet mighty team of designers, assisted across all stages of the design process
- end to end product cycle: auditing current interfaces, competitive analysis, early product strategy and feature definition, information architecture, wireframing, prototyping and iterating

Project password: pepper

**Design and Engineering:**

- established a steady process to incorporate design iterations in agile engineering cycles
- enjoy collaborating with developers to fine tune the little details that matter

**Usability Testing:**

- collaborating with researchers to plan research goals and build click through design prototypes
- presented at on-site client meetings, shadowed analysts during contextual inquiry sessions

**UX DESIGNER**

[Infnx](#), Santa Clara

Designed phone and web interfaces for healthcare management

- designed mobile and web applications for healthcare professionals
- deliverables: storyboards, wireframe workflows, high fidelity designs and design specifications

**INTERACTION  
DESIGN INTERN**

[Frog Design](#), New York  
Feb 2015- Apr 2015

Futuristic design concepts for digital experiences in New York subways

- created ecosystem maps, competitive reviews, concept boards, commuter workflow maps, process flows, sketches
- deliverables: comprehensive subway workflow of commuter interactions in the terminal, storyboards and iPad application wireframes for screen workflows in platforms and subway cars

**UX DESIGN INTERN**

[Intel Labs](#), Intel Corp, CA  
Jun 2014- Aug 2014

Designed educational experiences to make electronics more engaging for middle school children

- collaborated with industrial and design strategists in a rapid iterative design process
  - designed digital-hardware prototypes every two weeks to test with 30 middle schoolers
- [Project Video](#) | Awarded Best Intern Project 2014 at Intel Labs

**UX DESIGN INTERN** [Explored digital experiences in healthcare for the elderly](#)  
[Honeywell Tech](#), Bangalore – designed and prototyped digital experiences for elder patients with long term medication  
Jan 2013 - May 2013 – built concepts around various focal points: environment, emotions, safety, medicine reminders

**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:** Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro, Dreamweaver), Pen and Paper

**UX Prototyping:** Framer, Principle, Axure, Invision, UXPin, 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, wireframing

