

# Ankit Ruhela

UX Designer | N 7th St, San Jose, California 95112

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## EDUCATION

### Masters in Science, Integrated Digital Media

New York University

Brooklyn, New York (GPA: 3.4, May 2018)

Coursework: UX Design, Creative Coding, Ideation & Prototyping, Game Design, Mobile Augmented Reality

### Bachelors in Technology, Information Technology

Guru Gobind Singh Indraprastha University

New Delhi, India (May 2015)

Coursework: Data Structures & Algorithms, Database Management Systems, Cryptology & Network Security

## SKILLS

**Design Frameworks** - Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, XD), Sketch, Framer, Principle for Mac, InVision, Axure, ARKit, ARCore

**Programming Languages** - C#, HTML, CSS, JavaScript (Vanilla, jQuery, p5.js, ReactJS), PHP, JSON, XML

**Database Frameworks** - MySQL, MSSQL, phpMyAdmin, Tableau

**UX Tools** - Card Sorting, Information Architecture, Heuristics, Lean & Agile methodologies, HCI, Wireframes, Lo-Fi & Hi-Fi Prototyping, Product Management, Design Systems, Human Factors, Brainstorming

## WORK EXPERIENCE

### NYU Institute for the Study of Decision Making (ISDM) and The Human Project - UX Design Intern (Sep 2016 - Jan 2018)

- Collaborated and managed pattern libraries and repositories for The Human Project – NYU ISDM’s flagship research study.
- Tasked with the overhauling of the website for this project, created low and high fidelity designs. Sketched and wireframed, click-through prototypes and implemented user testing and internal feedback with exceptional time management.
- Achieved milestones such as increased number of users by 25 times with 97% new-user engagement and 20,000+ page views. Prevented 200+ hacking attempts on a monthly basis using strict security policies for both websites.

### Kreative Krab - User Experience Designer (Jan 2013 - Aug 2016)

- Co-founded and strategically generated a revenue of INR 1,50,000 for the startup with no bootstrap investment. Services provided were product design, website design and visual design along with design consultancy.
- Designed beautiful, functional and desirable products for clients with strong attention to detail over a span of 3+ years providing end-to-end solutions and services.

## ACADEMIC PROJECTS

### Thesis Research Project - Design for Anticipatory Systems (Thesis Defense at NYU; Spring 2018)

- Defended thesis on machine learning based Design for Anticipatory Systems, an ideation concept where the project explores ways of enhancing the user experience.
- Research included user-centered design, speculative design and phenomenology methodologies for the development of prototypes through an iterative design process.
- Achieved high user satisfaction with prototypes developed through an iterative process backed by qualitative research.

### Weather Augmented Reality Project (Mobile AR Studio at NYU; Fall 2017)

- Planned and conducted research on user experience design patterns for the AR domain and implemented testing sessions with the HoloLens development unit to investigate issues with the UI.
- Designed storyboards on the basis of user research to develop an augmented reality weather application for the HoloLens. This application used Unity with C# scripts along with real-world synchronized day and night cycles that showcased an alternative way of user experience..

### Microsoft Client Project - HoloLens Artist Studio Experience (UX Design class at NYU; Spring 2017)

- Collaborated with the Microsoft HoloLens team to design and derive augmented reality user experience for artists and curators. Crafted experiences using paper, boxes and vases to accomplish initial prototype goals.
- Visualized UI design elements with Photoshop and Illustrator and used the HoloLens development unit for rapid prototyping and user testing.
- Held interviews with industry-leading museum curators to extract actionable insights to create user personas and user journeys through qualitative research.
- Achieved high user engagement by effectively applying interaction design techniques for the new medium of Augmented reality. Project showcased at NYC Media Lab 2017.