

Rutuja Haldankar

UX Researcher

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Skills:

Research: Qualitative research, Interviews & surveys, Journey Mapping, Task Analysis, Insight Generation, Usability Testing, , Competitor Analysis, Strategy

Design: User Flows, Storyboarding, Wireframing, Low- High Fidelity Mockups, Prototyping

Other Skills: Cross-functional Collaboration, Creative Problem Solving, Stakeholder Management, Strategic Thinking, Data Visualisation

Tools:

Figma, FigJam, Photoshop, Illustrator, Indesign, Miro, Jira

Work Experience

Samsung Research Canada

Jr. UX Researcher

Vancouver, BC

May 2023 – April 2024

- Enhanced product usability for Knox solutions by conducting user testing sessions, gathering critical feedback, and identifying improvement areas using journey maps.
- Informed product development decisions by synthesizing and analyzing qualitative and quantitative data from user interviews, market research and UX Analysis.
- Enhanced data-driven decision-making by setting up web tools to capture quantitative user click data on Knox consoles, auditing, and backfilling click IDs for accuracy.
- Research Ops- Managed participant pool and led the recruiting process for various user tests.

NZ Technologies

UX Designer (Design for Startups by Shumka Centre at Emily Carr University)

Vancouver, BC

Sept 2022 – Dec 2022

- Identified users' pain points and root causes for gaps between actual and intended use of touchless panels through usability tests, driving actionable insights for improvement.
- Redesigned the UX and UI for elevator touch panels to enhance user experience and usability.
- Devised engagement strategies to foster frequent and intended usage of touch panels, amplifying user interaction and satisfaction.

Tata Elxsi

Design Researcher

India

Sept 2021 – July 2022

- Conducted product research and validation studies, guiding international and domestic clients to enhance their products through actionable insights and strategies.
- Streamlined research operations by preparing questionnaires, screener tools, and collating interview data using web tools, optimizing efficiency and data organization.
- Synthesized data to generate actionable insights and recommendations, leveraging user feedback to drive product improvements.

M.I.C.E. Labs, Sir J.J Hospital

Product Design Intern (Undergrad Thesis Project)

India

Jan 2021 – April 2021

- **Awarded as a consistent performer at the end of the term.**
- Initiated a project and undertook the role of a leader for a team of 4 for creating a service and system redesign to reduce and eliminate the systemic mismanagement of PPH in rural India.

Green Orbis Consultancy

Product Design Intern

India

Oct 2020 – Nov 2020

- Generated product designs for a client based on the requirements.
- Conducted market research and competitive analysis of similar products in the market to improve market understanding.

Think Design Collaborative

Design Research Intern

India

June 2020 – July 2020

- **Selected to collaborate directly on the firm's website, receiving mentorship from the founder and CEO.**
- Contributed to the Meta Research project by establishing a dedicated subdomain within the main webpage, showcasing all accomplishments achieved through the InternfromHome program, thereby enhancing visibility and accessibility of project outcomes.

Education**Emily Carr University of Art + Design**

M.Des in Interaction Design

Vancouver, BC**Unitedworld Institute of Design**

B.Des in Product Design

India