

Rutu Upadhyaya

UX Research & Design

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<https://rutufolio.com/>

Education

Academy of Art SF

MFA Web Design and New Media

Sir JJ College of Architecture

BArch Architecture

Certificates/Courses

MIT CSAIL May 2019

Human Computer Interaction

Stanford University Dec 2012

Human Computer Interaction

TU Delft University Nov 2021

Patient Journey Mapping

Awards & Honors

Valedictorian Nominee 2011

2009 - 2011 Projects featured in
AAU spring show

AAU President's Honor list
2008 - 2010

Vedamatics - semifinalist in Adobe
Achievement Awards

Volunteer

California environmental health
tracking program

UX Researcher

Asha for Education

UX / UI Designer

Experience

BrightInsight

Nov 2019 - till date

Design director researching, conceptualizing and designing healthcare responsive applications, algorithm-based software, analytic dashboards, clinical trial portal, remote patient monitoring solutions. Designed for iOS, Android and web, both patient facing and HCP applications.

Enso9

Dec 2015 - Nov 2019

Designer and Founder

Research and design for multiple projects while collaborating with a remote development team.

Clients:

PRS Medical Technologies

Cataleya

Bay Area Medical Corp.

Qnopy

Sept 2014 - Feb 2016

User experience feedback and analysis for a data collection mobile application.

McAfee Inc.

Nov 2011 - April 2012

Designed vulnerability manager desktop application and other win 8 tablet applications based on qualitative research and business goals.

Academy of Art University

May 2010 - May 2011

Completed usability analysis based on 86 heuristics for the redesign of the main AAU website. Facilitated remote usability tests. Assisted and trained students on conducting user tests.

The Healing Tree

Jan 2009 - Dec 2010

Conducted qualitative research through user profiles, competitive analysis and heuristic analysis. Designed wireframes and content for their website.

Shultz and Associates

June 2006 - Nov 2006

Worked as an architect, designing projects for medical offices.

Design Group India

Oct 1999 - Nov 2005

Worked as an associate architect, designing large scale projects, mentoring and managing 15 employees in design and engineering teams.