# Bhumika Dugad

### 5+ years UX & UI Designer | UX Researcher | Product Designer

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## WORK EXPERIENCE

**Experience Designer | Sainsbury's (Nectar)**                                    Nov 2024 - Present
- Redesigned Sainsbury's Marketing Platform for Nectar with cross-functional teams, including product managers, engineers and internal stakeholders, aligning with technical constraints.
- Applied UX research methodologies to analyse 100+ user feedback from A/B testing, interviews, surveys, usability studies, and unmoderated sessions.
- Contributed to Agile ceremonies, roadmap planning, and while ensuring alignment with business objectives ensured WCAG compliance and inclusive design.

**Senior UX Designer | Ogee Studio Pvt Ltd**                                    Aug 2020 - Jul 2023
- Led 12+ B2B SaaS and B2C projects end-to-end using personas, journey maps, IA, wireframes, and prototypes.
- Built and maintained scalable design systems: component libraries, design patterns, and style guides, improving design consistency and delivery speed by 40%.
- Worked across 8+ diverse sectors, including Cybersecurity, Blockchain, Healthcare, Entertainment, FinTech, etc.
- Facilitated 10+ discovery workshops, aligning stakeholders and UX strategy that informed design decisions.

**UX Designer | WeDeliver, London**                                    Oct 2022 - Feb 2024
- Delivered polished UI and Prototypes improving dev handoffs efficiency by 20%.
- Collaborated with marketing and product teams on branding, email marketing, pain point analysis, and data insights.

**Product Designer (Internship) | The DesignCo, Pune**                                    May 2019 - Jul 2019
- Ensured all design decisions were grounded in user-centred design principles and aligning with business goals.
- Created mood boards, typography, colour palettes and other visual design elements increasing client approval by 80%.

## EDUCATION

**Loughborough University, London**                                    Oct 2023 - Oct 2024
MSc Design Innovation Management (Distinction)

**Vishwakarma University, Pune**                                    Aug 2017 - Aug 2021
Bachelor of Product Design (Merit)

## CERTIFICATIONS

**Design Thinking** | Binghampton University, New York (Online)
**Soft Skills Certification** | Indo Universal Collaboration for Engineering Education (IUCEE)

## SKILLS

**Design:**, Product Design, Visual Design, Data Visualisation, Qualitative & Quantitative Data Analysis, A/B Testing, User Research, Usability Testing, Accessible Design, WCAG Standards, Prototyping, Storytelling
**Soft Skills:** Communication, Analytical Thinking, Critical thinking, Empathetic, Leadership, Problem-Solving
**Tools:** Figma, Adobe XD, Sketch, Photoshop, Illustrator, Axure, Microsoft Office Suite, Miro, Trello, Jira, Confluence, Notion, Zeplin, Framer, Wix, UserZoom
**Product:** Agile/Scrum Methodology, Project Management, Stakeholder Management, Workshop Facilitation, Feedback Integration

## EXTRACURRICULAR

**Design Innovation Representative | Loughborough University**                                    Jan 2024 - Oct 2024
Bridge effective communication between students & staff members to maintain cooperative working relationships.

**Career Support Champion | Vishwakarma University**                                    Jul 2020 - Jan 2021
Addressed student concerns, relayed teacher messages, and maintained a motivated learning environment.