BHUMIKA DUGAD

UX Designer | UI Designer | Product Designer

London, United Kingdom • bhumidugad99@gmail.com • +44 7778673562 • https://www.linkedin.com/in/bhumika-dugad-bb8b3a1aa • Website: bhumikadugad.com

WORK EXPERIENCE

Experience Designer (Full Time) | Sainsbury's (Nectar360)   *Nov 2023 - Present*
- Collaborated with cross-functional teams, including product managers, engineers, architects, and developers, to redesign Sainsbury's Marketing Platform.
- Leveraged insights from 100+ user feedback data points to inform design decisions.
- Actively participated in Agile ceremonies, contributing to the product roadmap and ensuring alignment with business objectives.

Senior UX Designer (Full Time) | Ogee Studio Pvt Ltd   *Aug 2020 - Jul 2023*
- Led the design of 12+ user-centred projects from concept to launch for B2B SaaS and B2C platforms in an Agile environment, employing user research, journey mapping, IA, wireframing, and prototyping methods.
- Established and maintained scalable design systems aligned with brand identity, including component libraries, design patterns, and style guides, enhancing project consistency and user experience.
- Worked across 8+ diverse sectors, including Cybersecurity, Blockchain, Healthcare, Entertainment, Fintech etc.
- Facilitated 5+ discovery workshops with business stakeholders and users, identifying technical constraints and developing UX strategies that inform design decisions.

UX Designer (Internship) | WeDeliver, London   *Oct 2022 - Feb 2024*
- Created end-to-end user-centric designs for mobile applications utilising research methodologies and market research, resulting in a 12% increase in app downloads
- Collaborated with marketing and agile product teams to create a social media presence through email marketing design, identify pain points, and analyse qualitative and quantitative data.

Product Designer (Internship) | The DesignCo, Pune   *May 2019 - Jul 2019*
- Supported development teams to drive or support solution discovery stages with user testing, feedback response, analysing results, optimising experiences and creating Jira bug tickets.
- Conducted user research using methodologies such as interviews, surveys, and usability studies, resulting in insights that enhanced product usability by 35%.

EDUCATION

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

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

CERTIFICATIONS

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

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.

SKILLS

Hard Skills: Agile/Scrum Development, Visual Skills, Product Design, Data Visualisation, Qualitative & Quantitative Data Analysis, A/B Testing, User Research, Usability Testing, WCAG standards, Project Management, Prototyping
Soft Skills: Communication, Analytical Thinking, Critical thinking, People Management, Storytelling, Empathetic, Curiosity, Leadership, Problem-Solving, Detail-oriented
Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator, Axure, Microsoft Office Suite, Miro, Trello, Jira, Confluence, Notion, Zeplin, Framer, Wix