

# BHUMIKA KAUSHIK

## USER EXPERIENCE RESEARCH AND DESIGN

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### EDUCATION

#### Master of Science Information - UX Research and Design

University of Michigan, Ann Arbor, USA

April 2024

#### Bachelor of Engineering, Computer Science

Savitribai Phule Pune University, India

April 2019

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### WORK EXPERIENCE

#### Graduate Student Instructor

University of Michigan, USA

January 2024 - May 2024

- Conducting weekly attendance, offering spot advising, and maintaining fixed office hours for a dedicated cohort throughout the term.
- Participating in weekly team meetings with the professor and other Graduate Student Instructors.
- Facilitating in-class activities in real-time for the assigned cohort.
- Collaborating on planning and conducting 2:1 Zoom check-ins between each student and the instructor at designated intervals throughout the semester.

#### UX Designer

Acuitii Inc, Remote

April 2023 - August 2023

- Analyzed the existing web dashboard to research areas of improvement and presented findings to stakeholders.
- Developed a prototype of the redesign using Figma to reduce the cognitive load on the user. The redesign also improved the user journey and provided a simpler approach to achieving tasks.
- Designed a prototype on Figma for a gamified learning experience.
- Collaborated with the developer to implement these designs.

#### Software Engineer

Larsen & Toubro Infotech, India

August 2019 - July 2022

- Developed automated test scripts for trade booking systems using the Selenium Framework and UFT tool, which reduced turnaround timelines from 2 weeks to 3 days.
- Restored the keyword-driven framework to increase the reusability of functions and archive redundant code.
- Led the automation team and trained 5 team members in the existing framework and the UFT tool.

#### Freelance Frontend Developer

Battery Pool, Pune, India

February 2021 - March 2021

- Improved user navigation of the web dashboard by improving the way data is displayed using web technologies and NodeJS which increased the ease of how users find and interpret information while reducing the search time from a couple of hours to 5 minutes.
- Collaborated with the backend team to fetch data from the databases and display it coherently on the dashboard.

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### PUBLISHED PAPERS

- [Personalized Outfit Recommendation Mobile Application](#) – Paper published in RESEARCH REVIEW International Journal of Multidisciplinary ISSN 2455-3085 (Online) Impact Factor 6.377 [SJIF], Volume -3, Issue 12, December 2018
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## PROJECTS

### CELE, Market Research

August 2023 - December 2023

Team Size - 5

- Conducted 5 interviews to understand the customer behavior and pain points.
- Developed a user persona based on the behavioral and situational aspects.
- Designed a comprehensive customer journey map.
- Plotted the user interviews on a 2x2 matrix to segregate target audiences into 4 categories.
- Identified steps to be taken by Cele to target customers in each of the unique categories.
- Led usability tests, resulting in comprehensive insights for improvements.
- Collaborated on strategic decision-making and project direction with sponsors, adapting to evolving project needs.
- Acted as a team lead for a project segment, foreseeing obstacles guiding team efforts effectively, and presenting findings to stakeholders.

### Contextual Inquiry and Consulting

August 2022 - December 2022

Team Size - 5

- Provided recommendations to a real-world client to improve their file storage and retrieval system by analyzing the pain points and reviewing potential systems that can be leveraged to ease the process for users with limited technical knowledge.
- Interviewed 6 team members working at a non-profit organization to understand the problem and annotated the interview notes.
- Built an affinity wall on Miro and brainstormed solutions with the team to prepare and present the final report to the client.

### Almirah - Personalized Outfit Recommendation

August 2018 - April 2019

Team size - 4

- Developed a web application using web technologies and Bootstrap to provide personalized outfit recommendations based on weather and occasion.
- Created detailed surveys to conduct market research and understand the requirements of potential customers.
- Used the survey data to create frequent data sets to train the machine learning algorithm to make user recommendations.
- Designed a mobile application prototype for the application using Figma.

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## Volunteer Work

### UX Researcher and Designer

Amplifeye

December 2023 - Current

- Revamping the remote control mobile application.

### Volunteer Member

Inner Wheel Club (IWC)

July 2020 - June 2022

- Volunteered for the menstrual health and hygiene awareness campaigns undertaken by IWC Banerhills. Talked to young women about menstrual health and hygiene.
- Managed the food donation drives for daily wage workers who were out of their jobs during the pandemic.

### Member

IEEE Student Chapter

September 2015 - July 2016

- Volunteered to work at the International Conference on Automatic Control and Dynamic Optimization Techniques. (ICACDOT 2016).

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**Tools:** Figma, Photoshop, Miro, Adobe Suite

**UX:** Prototyping, Wireframing, Contextual Inquiry, Usability Testing, Storyboarding, Interaction Design, UX Design, UX Research, Heuristic Evaluation, User Interviews

**PROGRAMMING:** Python, Java, VBScript, HTML, CSS, Javascript, Bootstrap, NodeJS

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