

Bhumika Shandilya

Senior UX Designer www.bhumikashandilya.com

Innovative visual artist and UX-er designing across digital platforms to enhance usability and satisfaction with **6 years of experience**. An engineer with a master's in UX and interaction design, I bring a unique blend of analytical and creative prowess to my projects.

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Employment History

Senior Product Designer at Target, Bangalore

October 2024 — Present

- Spearheaded the UI overhaul of Roundel, Target's in-house AdTech tool, crafting intuitive workflows using design system guidelines to drive visual and functional consistency.
- Designed a comprehensive AI recommendation tool with an integrated chatbot, partnering with the design system team to deliver actionable insights for ad campaigns; led user research, journey mapping, and agile collaboration with developers.

Senior User Experience Designer at Farragut Systems, Durham

September 2022 — April 2024

- Led design reviews and revamped UI for complex NC state tax software. Designed user-friendly workflows and implemented modern design system and a foundational UI toolkit that improved workflows and task success rate to 71%
- Overhauled Farragut website IA and spearheaded a marketing campaign, boosting customer reach and engagement to 40%

UX Designer at Philadelphia University, Philadelphia

January 2021 — December 2022

- Conducted in-depth user research to understand user personas and user scenarios to inform design decisions and prioritize features for several digital products both mobile (Android and iOS) and web for multiple organisations affiliated with PhilaU.
- Devised a strategic content plan to enhance the website including a VR multimedia, led to a 32% increased website footfall

UX Designer at Bluone, Noida

June 2020 — December 2020

- Designed an intuitive Healthcare suite that improved usability, enhancing patient claim filing and provider operations; reduced the number of user errors by 82%. Created detailed specifications and documentation to ensure a consistent design across the revenue cycle management platform
- Leveraged the Salesforce Lightning platform to create a custom CRM user interface that improved the user experience and increased user adoption by 50%

UI/UX Designer at Remote State, Noida

January 2020 — June 2020

- Designed a custom UI/UX design for the mobile application that increased user engagement and satisfaction by 26%. Handled a team of graphic designers to regulate ads on various social media platforms. Developed a style guide and established a recognizable brand identity and provided a consistent user experience.

Product Designer (Freelance)

October 2018 — December 2019

Starting a personal entrepreneurial work has helped me upgrade my skills as a designer. I collaborated with developer teams and managed a variety of cross-media projects involving branding, illustrations, and UI design for NGOs, startups and academic institutions such as Let's Celebrate Foundation, Inventive Café, MUST Education, IIT Gandhinagar, TechVed and DigiCollect.

Education

Thomas Jefferson University — Master of Science in User Experience and Interaction Design

Indian Institute of Technology Gandhinagar — Bachelor of Technology in Chemical Engineering

Skills

Business Development Strategies, UI Design, Visual Design, Branding, Interaction Design, 2D and 3D Illustration, UX Research, Design Innovation, [HTML](#) | [CSS](#) | [ReactJS](#), Agile Methodologies, Information Architecture, Data Visualization

[Adobe XD](#) | [Figma](#) | [Miro](#) | [Notion](#) | [Sketch](#) | [Power BI](#) | [SolidWorks](#) | [AutoCAD](#)