





# Windu Bumi

UX Design Lead · UX Strategist

 Potomac, MD · Remote |  [\[Email\]](#) |  [\[Portfolio\]](#)  
|  U.S Work Authorization: Eligible to work without sponsorship

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## SUMMARY

Senior UX Design Lead with 14+ years of experience creating user-centered digital products across government, healthcare, finance, nonprofit, and SaaS sectors. Proven expertise in UX research, information architecture, end-to-end user journey mapping, responsive UI design & accessibility (WCAG, Section 508). Strong ability to lead end-to-end design processes, collaborating cross-functionality to translate user needs and business goals into impactful, production-ready designs.

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## CORE SKILLS & COMPETENCIES

- UX Research & Heuristics
  - Information Architecture, Customer Journey & Persona Mapping
  - Responsive Web & Mobile Design
  - Accessibility (WCAG 2.1, Section 508 Compliance)
  - Scalable Design Systems & UI Components
  - Wireframing & Interactive Prototyping (Figma, Sketch, Adobe XD)
  - Usability Testing & Iterative Design Validation
  - Agile UX & Cross-Functional Collaboration
  - Workshop Facilitation & Stakeholder Alignment
  - UX Metrics & Data-Driven Design Decisions
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## EXPERIENCE

### Founder / Principal Consultant

Bumi Kapital LLC – Potomac, MD / Remote

Aug 2024 – Present

- Advised startups on UX strategy and DesignOps to improve retention and product-market fit
- Led discovery workshops, stakeholder interviews, and usability audits
- Developed mobile (iOS, Android) and web design systems grounded in user research
- Increased client customer satisfaction and roadmap alignment through research-driven insights

### Product Design Lead

Neogen Corporation – Remote / Lansing, MI

Feb 2023 – Aug 2024

- Modernized global food and animal safety testing platforms for regulatory compliance and user experience
- Directed research, stakeholder collaboration, and design system development for scalable digital products
- Led the redesign of Neogen's portable food safety testing app, mapping complex user journeys for scientists and lab technicians
- Created interactive prototypes in Figma to streamline multi-step testing workflows, reducing task time by 30%
- Developed responsive UI patterns to ensure consistent experiences across desktop, tablet, and mobile devices
- Facilitated user interviews and workshops to build detailed personas and empathy maps, guiding the design process
- Led platform redesigns improving task efficiency by 25% and increasing international adoption

### **Sr. Product Design Architect**

Alight Solutions – Remote / Chicago, IL

July 2021 – March 2023

- Unified enterprise Design Systems across platforms used by over 276M users
- Improved CX for support tools and member-facing applications through data-driven design
- Delivered a new customer care platform interface, driving consistency across devices through responsive design principles
- Created interactive prototypes and led rapid iteration cycles, collaborating closely with developers and stakeholders
- Mapped end-to-end customer journeys, identifying pain points and design opportunities in benefits enrollment flows
- Increased design efficiency and reduced ticket resolution time by 30%

### **UX Lead / Sr. Product Designer**

Various Contract Roles – Remote / Chicago, IL

Oct 2018 – March 2021

- Led full UX redesigns of web and mobile apps (iOS, Android) across multiple organizations—JPMC, Walgreens, UPTAKE, American Family Insurance
- Developed responsive UI patterns to ensure consistent experiences across desktop, tablet, and mobile devices
- Created interactive prototypes in Figma to streamline multi-step testing workflows, reducing task time by 30%
- Boosted satisfaction by 40%, app revenue by 25%, and reduced time-to-market by 15%
- Collaborated with PMs, developers, and business units for scalable delivery

### **Sr. UX / Interaction Designer**

Blue Cross Blue Shield (IL, TX, OK, NM, MT) – Chicago, IL

Sep 2015 – Oct 2019

- Supported large-scale IT transformation with improved UX for internal and member-facing tools
- Enhanced workflows, navigation, and content architecture for healthcare platforms
- Mapped end-to-end customer journeys, identifying pain points and design opportunities in benefits enrollment flows
- Increased task success and improved member satisfaction across mobile and web channels

## **Sr. UX Designer / UX Manager**

**American Society for Clinical Pathology (ASCP)** – Chicago, IL

July 2011 – September 2015

- Led UX strategy and launched ASCP's first mobile apps, online store, e-Learning portal and member self-service tools
- Facilitated user interviews and workshops to build detailed personas and empathy maps, guiding the design process
- Integrated UX metrics and Apple HIG standards for web and mobile experiences (iOS, Android), improving user engagement by 25–50%
- Designed and delivered professional learning experiences using LMS and e-learning tools

## **Human Factors Engineer / Usability Consultant**

**Various Contract Roles** – Remote / Chicago, IL

March 2006 – July 2011

- Conducted UX audits, accessibility evaluations, and IA redesigns for SSA.gov, Lexmark, Grainger, JPMorgan Chase
- Improved accessibility (Section 508), conversions, and user engagement through design optimization
- Developed responsive UI patterns to ensure consistent experiences across desktop, tablet, and mobile devices
- Created interactive prototypes and led rapid iteration cycles, collaborating closely with developers and stakeholders

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## **EDUCATION**

**M.S. Human-Computer Interaction** – DePaul University Chicago IL

**B.Sc. in Building Management** – University of South Australia

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## **TOOLS & CERTIFICATIONS**

**Tools:** Figma, Sketch, Axure, Miro, Adobe XD, Jira, Confluence

**Certifications:**

- UX Paper Prototyping - LinkedIn Learning
- A+ Certified Technician
- Microsoft Certified Professional
- ADPList UX Design Mentor



Portfolio available upon request



References available upon request