

# WINDU BUMI

UX Design Lead | UX Strategy & Research | Product Insight & Experience Quality

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Authorized to work in the U.S. • Open to relocation, on-site, hybrid, or remote

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## SUMMARY

Strategic UX Researcher and Design Leader with 12+ years shaping data-informed experiences across healthcare, government, and enterprise ecosystems. Expert in mixed-method research, evidence-based design strategy, and cross-functional alignment that turns insights into measurable outcomes. Skilled at uncovering latent user needs, crafting actionable research narratives, and building empathy across design and product teams. Passionate about using research to drive innovation, inclusivity, and experience quality in complex digital platforms.

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## CORE SKILLS

UX Leadership & Vision Setting | Human-Centered Design & Design Thinking | Omnichannel Experience Strategy | Design Systems & Scalable Ecosystems | Healthcare & Retail Experience Design | Rapid Prototyping & Design Sprints | Inclusive & Universal Design (WCAG 2.1 AA) | Cross-Functional Collaboration & Storytelling | Research Synthesis & Data-Driven Design Decisions | Mentorship, Talent Development & Team Building

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## EXPERIENCE

### Principal Consultant / Founder | Bumi Kapital LLC – Remote

Sep 2023 – Present

- Led end-to-end UX research and design strategy for digital health and SaaS clients, uncovering insights that improved product engagement and usability by 35%
- Designed and executed mixed-method research—interviews, usability tests, surveys, analytics synthesis—to inform product vision and roadmap
- Partnered with product and engineering teams to translate research into actionable recommendations and measurable experience goals
- Delivered research presentations and storytelling frameworks that built empathy and influenced cross-functional decision-making

### Product Design Lead | Neogen Corporation – Remote

Feb 2023 – Aug 2024

- Led redesign of a medical diagnostics product ecosystem, simplifying complex test data workflows and improving adoption by clinicians and lab techs
- Partnered with R&D and regulatory teams to create user-centered prototypes that balanced innovation with compliance
- Championed universal design principles across hardware and web touchpoints

### Senior Product Design Architect | Alight Solutions – Remote

July 2021 – March 2023

- Directed UX strategy for enterprise HR and benefits products serving millions of users across healthcare and finance verticals
- Designed end-to-end flows integrating Salesforce Cloud with self-service health and benefits portals

- Established UX metrics and mentored designers in outcome-driven design

## **Senior User Experience Designer | Walgreens Pharmacy, W.W. Grainger, JPMorgan Chase, Lexmark, UPTAKE, and SSA.gov – Remote**

Mar 2006 – Dec 2020

- Created the Walgreens PILL Design System, aligning accessibility, brand, and UI standards across pharmacy apps
- Designed UX for internal applications (2009) and investment platforms (2020) at JPMorgan Chase, focusing on security, compliance, and core financial customer journeys
- Enhanced Grainger's B2B eCommerce checkout UX, increasing repeat purchase rates and satisfaction
- Delivered AI-integrated UX frameworks at UPTAKE, improving transparency and user trust in automation
- Modernized SSA.gov user interfaces ensuring Section 508 and ADA compliance

## **Sr UX Researcher/ IxD Lead | Health Care Service Corporation – Chicago IL**

Sep 2015 – Oct 2018

- Established UX research and governance frameworks linking design strategy to measurable ROI
- Led UX design for member and provider portals, including the Salesforce-integrated benefits portal and provider finder overhaul
- Improved member and provider portal usability by 30% through workflow optimization and data-driven design
- Ensured accessibility and compliance across five state healthcare portals

## **UX Manager/ Sr UX Designer | American Society for Clinical Pathology – Chicago IL**

Jul 2011 – Sep 2015

- Built UX practice from the ground up, scaling design maturity and mentoring a cross-disciplinary design team
- Delivered eCommerce and educational experiences that advanced the organization's digital transformation
- Championed accessibility, responsive design, and mobile-first strategies in medical education products

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## **EDUCATION**

**M.S. Human-Computer Interaction**, *DePaul University* — Minor in Psychology

**B.S. Building Management**, *University of South Australia*

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## **SELECTED IMPACT**

- Designed and scaled omnichannel experiences across government, financial, healthcare, ecommerce ecosystems
- Led ideation workshops, design sprints, and concept testing for enterprise products
- Improved digital product usability and accessibility compliance across multiple organizations
- Built and mentored cross-functional UX teams aligned with business, product and engineering partners
- Advocated for inclusive design and data-informed decision-making in SaaS/ B2B/ B2C transformation initiatives