WINDU BUMI

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Portfolio: https://wbumi99.wixsite.com/portfolio • LinkedIn: linkedin.com/in/wbumi
Authorized to work in the U.S. • Open to relocation / hybrid / remote

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SUMMARY

Product & UX Design Leader with 10+ years' experience scaling complex digital experiences across SaaS, healthcare, and government sectors. Expert in UX strategy, design systems, and cross-functional alignment, focusing on data-driven design that delivers measurable impact.

CORE SKILLS

- **UX Strategy & Delivery:** UX Research, Design Systems, Interaction Design, Accessibility, Agile/Lean UX, Data-Driven Design.
- **Leadership:** Stakeholder Alignment, Cross-Functional Leadership, Design Operations.

EXPERIENCE

Founder / Principal Consultant
Bumi Kapital LLC – Remote / Indonesia & USA
Sep 2023 – Present

- Advised early-stage Indonesian SaaS clients on strategic UX and usability improvements, delivering redesigns that improved user engagement by 35%

Product Design Lead
Neogen Corporation – Remote / Lansing, MI
Feb 2023 – Aug 2024

- Established UX standards and cross-functional processes, unified design systems and led a multi-device GUI redesign under new brand, improving delivery speed and boosting platform productivity and adoption by 28%

Senior Product Design Architect
Alight Solutions – Remote / Chicago, IL
July 2021 – March 2023

- Modernized a legacy HCM application to a scalable cloud-based design system, cutting design-to-dev time by 20% through streamlined collaboration and design ops.

UX Lead / Senior Product Designer
JPMorgan Chase, UPTAKE, Walgreens, American Family Insurance – Remote
Oct 2018 – March 2021

- Led redesigns for major consumer and enterprise platforms, improving overall task completion by 30%
- **JPMorgan Chase**: Designed global banking apps compliant with international regulations
- **UPTAKE**: Led AI and analytics platform redesigns for industrial sectors
- **Walgreens**: Developed the Pharmacy Interactive Language Library (PILL) Design System for the Renewal Product Suite
- **AmFam**: Reimagined insurance apps for web and mobile platforms

Senior UX / Interaction Designer
Blue Cross Blue Shield (IL, TX, OK, NM, MT) – Chicago, IL
Sep 2015 – Oct 2018

- Applied user-centered and accessible design principles to the Medicare portal and digital products, increasing enrollment by 20%

Senior UX Designer / UX Manager
American Society for Clinical Pathology (ASCP) – Chicago, IL
July 2011 – September 2015

- As first UX hire, launched ASCP's first mobile app and led redesigns that boosted member engagement by 25%

Human Factors Engineer / Usability Consultant
SSA, Lexmark Int'l, Grainger, JPMorgan Chase – Remote
March 2006 – July 2011

- Led UX and accessibility initiatives across government and enterprise systems, boosting the average task completion rate by 40%
- **SSA**: Implemented accessibility, Lean programming, and human-centered design principles for disability programs and supplemental income beneficiaries
- **Lexmark**: Redesigned GUIs and embedded web interfaces for multi-function devices
- **Grainger**: Revamped checkout flow to boost conversion
- **JPMorgan Chase**: Modernized global commercial card platform

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EDUCATION & TOOLS

M.Sc. Human Computer Interaction – DePaul University Chicago IL
B.Sc. Building Management – University of South Australia

Tools: Office 365, Axure, Figma, Miro, JIRA, Adobe CC, Notion, UserTesting, AI Governance (in progress)