WINDU BUMI

UX Strategy & Design Lead | Human-Centered Experience Leadership
Omnichannel & Regulated Systems

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Authorized to work in the U.S. • Open to Hybrid/Relocation

SUMMARY

I am a UX Leader with 15+ years of experience specializing in the "messy middle" of design—where complex data, strict regulations, and human needs meet. With an M.S. in HCI, I bridge the gap between high-level executive vision and down-to-earth engineering execution. Whether I'm building Design Systems in Figma or leading a team through a high-stakes merger, my goal is to make technology feel intuitive and reduce the friction that slows teams down.

CORE SKILLS

- Strategy: Design Vision, UX Roadmapping, M&A Design Integration, Resource Planning, Gap Analysis
- Execution: Design Systems (Figma), Rapid Prototyping, Accessibility (WCAG 2.1/508), Information Architecture & Interaction Design
- Research: Usability Testing, Cross-cultural Studies, Benchmarking, Contextual Inquiry
- Domains: Healthcare (HIPAA), Finance, Supply Chain, Government, SaaS, AI Integration

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EXPERIENCE

Bumi Kapital LLC | Principal Consultant | Remote Sep 2023 – Present

- **Helping Local Industries Go Global:** Architected a "Global Readiness" framework to help Indonesian producers break into international markets by aligning digital presence with global compliance standards
- **Simplifying Complex Logistics:** Designed an export-readiness dashboard in Figma that turns confusing B2B logistics and certifications into a clear, manageable process
- **Storytelling through Design:** Revamped a digital marketplace to prioritize "Origin Storytelling," helping global buyers connect with the traceability behind premium commodities

Neogen Corporation | Product Design Lead | Remote Feb 2023 – Aug 2024

- **Merging Design Cultures:** Following the 3M Food Safety acquisition, I led the reconciliation of two different design languages into one unified system, cutting development rework by 20%
- **Defining the "Next-Gen" Roadmap:** Executed a research-led initiative to redefine our design identity and aligned product priorities with executive goals to ensure we were building what users actually needed
- **Mentorship & Alliances:** Mentored a team of 10+ designers while acting as a strategic bridge between design and engineering VPs to keep roadmaps and research findings synchronized

Alight Solutions | Senior Product Design Architect | Remote Jul 2021 – Feb 2023
- **Designing at Massive Scale:** Prototyped the end-to-end experience for a legacy migration affecting **276M+ users,** turning cluttered tools into a high-performance platform for customer care reps
- **Bridging the Handoff Gap:** Created common-sense guidelines for design and engineering collaboration, which accelerated our release velocity by 15%
- **Navigating Trade-offs:** Facilitated workshops with leadership to translate technical constraints into actionable roadmaps, prioritizing high-impact features over technical debt

Multiple Clients | Senior UX Designer & Researcher | Remote Mar 2006 – Dec 2020
- **Traveloka:** Overhauled ticket-buying journeys for millions of users across the Southeast Asian market
- **Lexmark International:** Reconciled 4" and 7" hardware interfaces so the GUI finally felt like a single, synchronized brand across the global device ecosystem
- **Walgreens Pharmacy:** Optimized the enterprise supply chain platform, significantly improving order intake accuracy and inventory tracking speed for pharmacists nationwide
- **JPMorgan Chase / SSA:** Modernized high-security financial tools and federal programs with a focus on data density and Section 508 Accessibility

Health Care Service Corporation (HCSC) | Sr IxD/ UX Researcher | Chicago, IL Sep 2015 – Oct 2018
- Led UX for a 5-state IT transformation, aligning BCBS digital touchpoints across varying state regulations.
- Redesigned the Medicare portal via deep accessibility audits, improving usability scores by 30%

American Society for Clinical Pathology | UX Manager | Chicago IL Jul 2011 – Sep 2015
- Led digital transformation and audit for membership and education platforms; delivered the organization's first iOS/Android applications
- Established organization-wide user-centered design practices and reporting standards

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EDUCATION
M.S. Human-Computer Interaction, DePaul University (Minor: Psychology)
B.S. Building Management, University of South Australia

SELECTED LEADERSHIP IMPACT
- **Faster Delivery:** I consistently cut development time (averaging 30%) by bringing design and engineering together early in the process to prevent expensive last-minute rework
- **Safer Experiences:** I specialize in high-stakes environments where a user mistake can be costly. I build research-backed standards that make tools safer and easier to use
- **Coaching & Mentorship:** I take pride in having helped 10+ designers grow from "doing the tasks" to "leading the strategy."