

Bhumika Dugad

Product Designer | UX Researcher | UX & UI Designer

London, England • bhumidugad99@gmail.com • +44 7778673562 • [Portfolio](#) • [LinkedIn](#)

WORK EXPERIENCE

Experience Designer | Sainsbury's (Nectar)

Nov 2024 - Present

- Designed and enhanced digital experiences used by 2,000+ internal colleagues, suppliers, media agencies, and partner teams, collaborating closely with product, engineering, data, and business to deliver user-centred solutions.
- Led UX discovery and innovation initiatives applying research methodologies and AI-driven approaches. Synthesised insights from surveys, interviews, usability testing, workshops, analytics, and stakeholders to shape product strategy
- Supported corporate planning, product roadmap development, and strategic initiatives by translating business objectives, supplier feedback, user needs, and emerging technology opportunities into UX recommendations
- Championed accessibility and inclusive design, ensuring solutions align with WCAG 2.1 standards.
- Provided ongoing mentorship to 5 team members, supporting skills development and career progression.

Senior UX Designer | Ogee Studio Pvt Ltd

Aug 2020 - Jul 2023

- Led 12+ B2B SaaS and B2C end-to-end products using user journeys, sitemaps, wireframes and high-fidelity prototypes.
- Built and maintained scalable design systems: component libraries, design patterns, and style guides, improving design consistency and delivery speed by 40%.
- Worked across 8+ diverse sectors, including Cybersecurity, Blockchain, Healthcare, Entertainment, FinTech, etc.
- Facilitated workshops, running conceptualisation and participatory design sessions, to develop UX strategies that inform design decisions.

UX Designer | WeDeliver, London

Oct 2022 - Feb 2024

- Delivered polished UI and Prototypes, improving dev handoff efficiency by 20%.
- Enhanced ways of working within multi-disciplinary teams to boost collaboration, efficiency, and delivery quality.
- Collaborated with marketing and product teams on branding, email marketing, pain point analysis, and data insights using AI tools.

Product Designer (Internship) | The DesignCo, Pune

May 2019 - Jul 2019

- Ensured all design decisions were grounded in user-centred design principles and aligned with business goals.
- Created mood boards, typography, colour palettes and other visual design elements, increasing client approval by 80%.

EDUCATION

Loughborough University, London

MSc Design Innovation Management (Distinction)

Oct 2023 - Oct 2024

Vishwakarma University, Pune

Bachelor of Product Design (Merit)

Aug 2017 - Aug 2021

CERTIFICATIONS

Design Thinking | Binghampton University, New York (Online)

Soft Skills Certification | Indo Universal Collaboration for Engineering Education (IUCEE)

SKILLS

Design: Product Design, Visual Design, Data Visualisation, Qualitative & Quantitative Data Analysis, A/B Testing, User Research, Usability Testing, Accessible Design, WCAG Standards, Prototyping, Storytelling

Soft Skills: Communication, Analytical Thinking, Critical Thinking, Empathy, Leadership, Problem-Solving, Strategic Thinking

Tools: Figma, Adobe XD, Sketch, Photoshop, Illustrator, Axure, Microsoft Office Suite, Miro, Trello, Jira, Confluence, Notion, Zeplin, Framer, Wix, UserZoom, Microsoft Copilot, AI Prototyping Tools

Product: Agile/Scrum Methodology, Project Management, Stakeholder Management, Workshop Facilitation, Feedback Integration, Corporate Planning, Product Discovery, Backlog Prioritisation, AI Product Strategy

EXTRACURRICULAR

Design Innovation Representative | Loughborough University

Bridged effective communication between students & staff members to maintain cooperative working relationships.

Jan 2024 - Oct 2024

Career Support Champion | Vishwakarma University

Addressed student concerns, relayed teacher messages, and maintained a motivated learning environment.

Jul 2020 - Jan 2021