

Bhumika Ahuja

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I'm a research-driven design thinker who thrives on digging deep to understand what customers truly need. My approach is grounded in asking tough questions and turning those insights into impactful business solutions.

PROFESSIONAL EXPERIENCE

User Experience Researcher, Mixed Methods

July 2024-Present

Ipsos

San Francisco, CA

- Executed B2B research with 75 merchants through moderated in-depth interviews and surveys to define **value proposition** of PayPal's Fastlane checkout system and drive greater **customer adoption**.
- Designed and facilitated diary studies with 50+ homebuyers, mapping **customer journeys** for Bank of America's Home Mortgage team. Partnered with PMs to define **competitive positioning** of the bank as a mortgage lender.
- Conducted usability study with 100+ customers for Bank of America's Auto-Loan team, focusing on **pain point analysis**. Defined **feature prioritization** and **optimized user flows** to enhance the auto-loan experience.

Design Researcher

February 2024-January 2025

Strategy for Humanity

Arlington, VA (Remote)

- Facilitated focus groups and **design thinking workshops** with 100+ social strategists to **define philanthropy strategies** for nonprofits supporting United Nations' policies, driving a 25% increase in donor engagement.

Lead User Experience Researcher

June 2023-August 2023

Messier: Unlocking the World's Creativity (Start-up)

Oakland, CA

- Defined 0-to-1 product strategy through **generative research** with 100+ millennials, uncovering behavioral patterns in gamified AI creativity tools. Optimized interactive video features, driving **30% increase in online community growth**.
- Led focus groups with 20+ managers to define **future market opportunities** for leveraging AI-driven creativity tools to **enhance employee experience**.

Enterprise Design Researcher Consultant

February 2023-May 2023

Intuit

Mountain View, CA

- Revamped **digital communication workflows** for 95 TurboTax design team employees. Achieved 20% efficiency gains by enhancing employee experience and internal **enterprise strategy alignment**.
- Conducted in-depth interviews and surveys of 30 employees, **mapped communication journeys**, and **evaluated concepts** to deliver **change management plan** for integrating a SaaS solution into employee experience.

User Experience Researcher, Mixed Methods

August 2021-July 2022

Google (via Turian Labs Strategic Foresight & Innovation Consulting)

India

- Developed **digital product strategy** for Google applications targeting 520 million Next Billion Users of Internet.
- Led focus group with 50+ merchants to **boost Google Pay engagement** by 15%. **Identified market opportunity** for B2B2C e-commerce feature and spearheaded the beta launch of 'Save & Share' feature in 5 Indian cities.
- Executed **diary studies** with 50+ novice internet customers to design in-built 'Scan & Pay' experience for Android 13 update, achieving 1.2% feature adoption. Recommended **design accessibility features** for digital interface.

Design Strategist

January 2020-April 2021

Echostream Pvt. Ltd.

India

- Led **end-to-end product development** of healthcare clothing for pregnant women in high-altitude regions, increasing customer growth by 40% through **formative ethnographic research** in the North East Himalayas.

EDUCATION

MBA in Design Strategy | California College of the Arts

May 2024 | San Francisco, CA

Bachelor in Design | National Institute of Design, Ahmedabad

April 2021 | Gujarat, India

SKILLS

- Research & Strategy Skills:** Qualitative research, Quantitative research, Statistical analysis, Research frameworks, Customer journey mapping, Product roadmapping, Wireframing, Rapid Prototyping, Visual storytelling
- Research Methodologies:** Usability studies, Contextual inquiries, Diary studies, Surveys, Heuristic evaluation, Eye tracking, Benchmark analyses, A/B testing, Online customer panels, Ethnographic studies
- Collaboration Skills:** Stakeholder engagement, Design thinking workshop facilitation, Vendor management
- Software Tools:** UserTesting, UserZoom, Tobii eye trackers, Maze, Optimal Workshop, Dovetail, Survey Monkey, Qualtrics, Microsoft Excel, Google Analytics, SQL, Python, Tableau, Figma, Adobe CS