

Bhumika Ahuja

Dallas, TX | ahujabhumika@gmail.com | [LinkedIn](#) | +1 (628)-488-5616 | www.ahujabhumika.com

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

PROFESSIONAL EXPERIENCE

Product Strategist June 2025 - Present
Optym Dallas, TX

- Owning market research initiative to define **target customer profiles**, **value propositions**, and **partnership models** for Optym's SaaS trucking platform. Designing **go-to-market strategy** to enable 10% annual revenue increase through new client acquisition.

User Experience Researcher, Mixed Methods July 2024 - May 2025
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 study 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 **product strategy from 0 to 1** through **exploratory research** with 100+ millennials, uncovering behavioral patterns while using AI-driven creativity tool. Shaped **go-to-market strategy** to increase customer acquisition.
- Led focus groups with 20+ managers to define **future market opportunities** for leveraging AI-driven creativity tools to **enhance 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 study 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: Qualitative research, Quantitative research, Research framework design, Customer journey mapping, Service blueprinting, Product strategy modeling, Go-to-market strategy mapping, Visual storytelling

Research Methodologies: Usability testing, Focus groups, Ethnographic study, Diary study, Surveys, A/B testing, Eye tracking, Conjoint analysis, Segmentation techniques, Drivers analyses

Collaboration Skills: Stakeholder engagement, Design thinking workshop facilitation, Client and vendor management

Software Tools: UserTesting, Maze, Optimal Workshop, Dovetail, Qualtrics, Excel, Google Analytics, HubSpot, SQL, Tableau, Figma, Adobe CS