

Bhumika Ahuja

Sunnyvale, CA | ahujabhumi@gmail.com | [LinkedIn](#) | +1 (628)-488-5616 | www.ahujabhumi.com

A strategist architecting synergy between societal needs, technological innovation, and business success, I craft inclusive digital experiences through human-centered design and data analysis. My expertise in user research, product strategy and design bridges the user-business divide, empowering B2B and B2C clients to achieve long-term business goals.

Skills

Technical: Qualitative & Quantitative User Research, Product Strategy, Research Roadmap, Business Strategy Modeling, Go-to-Market Strategy Map, Journey Maps, Service Blueprints, Jobs-To-Be-Done Mapping, Storyboarding, Rapid Prototyping

Research Methods: Usability Testing, Concept Testing, Contextual Inquiry, Heuristic Analysis, Benchmarking, A/B Testing, In-depth Interviews, Focus Groups, Diary Studies, Card Sorting, Ethnography Field Research, User Surveys

Softwares: UserTesting.com, UserZoom, SPSS, Amplitude, Adobe Analytics, Google Analytics, Amplitude, Qualtrics, Tableau, SQL, AirTable, JIRA, Confluence, Miro, Axure, Figma, Sketch, Adobe Creative Cloud (Photoshop/ Illustrator/ After Effects)

Soft Skills: Verbal & Written Communication, Stakeholder Management, Self-starter & Entrepreneurial, Project Management

Education

Masters in Business Administration | California College of the Arts

May 2024 | San Francisco, California

Achievements: CCA Global Grant Awardee, GPA: 4.1 / 4.5

Bachelor in Design | National Institute of Design, Ahmedabad

April 2021 | Gujarat, India

Achievements: All India Rank 23/15,000 for entrance exam, GPA: 7.85 / 10

Professional Experience

Design Researcher

February 2024-Present

Strategy for Humanity

Arlington, Virginia

- Leading the communication strategy at the Global Center for Responsibility to Protect (R2P), a leading international NGO. Sharpening their messaging and amplifying public voice, strengthening advocacy for the UN's R2P norm.

Design Researcher & Strategist

June 2023-August 2023

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

Oakland, California

- Led data-driven product strategy, utilizing generative user research, to increase customer acquisition by 30%. Focused on human behavioral patterns when interacting with AI creativity tools. Conducted market analysis to identify the opportunity of this Gen AI creativity tool in context of employee experience solution.

Enterprise Design Researcher Consultant

February 2023-May 2023

Intuit

Mountain View, California

- Revamped workflows for 95 TurboTax design employees, achieving 20% efficiency gains, 35% faster time to market, and a 40% error reduction, while enhancing employee experience and internal strategy alignment through a digital work-sharing system with Slack, Figma, and JIRA integration.
- Conducted 1:1 interviews for research, led concept generation and journey management, evaluated concepts and delivered a change management plan to operationalize the enterprise solution into resilient employee experience.

Associate Design Researcher & Strategist

August 2021-July 2022

Google (via Turian Labs Design Research & Innovation Strategy Consulting)

India

- Defined North Star and growth strategies for Google products targeting 520M Next Billion Users of Internet in an Agile environment. Leveraged data insights & user-centered design to maximize value.
- Led generative user research to increase Google Pay engagement by 15%. Identified opportunities for B2C/B2B integration and spearheaded the beta launch of 'Save & Share' e-commerce feature in 5 Indian cities.
- Designed 'Scan & Pay' mobile application feature for Android 13 update via evaluative user research, achieving 1.2% feature adoption and 12% Android 13 update adoption. Led the integration of user insights and accessibility principles to prototype unified Android digital payment interfaces. Facilitated design thinking workshops with product stakeholders to identify growth opportunities & feature prioritization.

Design Strategist

January 2020-April 2021

Echostream Pvt. Ltd.

India

- Designed and developed innovative healthcare clothing for pregnant women in high-altitude regions, driving a 40% increase in customer growth, while overseeing the entire product development process from discovery to delivery through formative ethnographic behavioral research in the North East Himalayan region.