BHOOMIKA BANGALORE RAJEEVA

bhoomika@uw.edu | P: (206) 234 1555 | bhoomi.work | Medium blog post

SUMMARY

Product designer having worked in agile and resource-constrained environments, including South Africa and India. I prioritize holistic design, adapting to unique user needs, and collaborating with cross-functional teams for practical and aesthetically pleasing implementations.

SKILLS

Research skills: Survey, Diary studies, Card sorting, A/B testing, Heuristic evaluation, Participatory research, Task analysis, Interviews, Walkthrough observation, Statistics, Experimental Research, Cognitive task analysis, Brainstorming.
Design skills: Human Robot Interaction, Information architecture, User flows, Wireframing, Physical and interactive prototyping, Storyboarding, Affinity diagram, Personas, Visual communication, Interface design, Graphic Designing, Physical model making.
Software skills: P5.js (Javascript), Figma, Miro, Notion, Adobe creative suite, AutoDesk, Fusion 360, Rhino 6, HTML/CSS(ongoing course)

EXPERIENCE

UX - Designer (Volunteer) | CoSSaR Lab, University of Washington *Seattle, WA |Oct-2023 - Dec 2023*

- Worked on the enhancement of VCC (Virtual Coordination Center) for Multimodal Integrated Corridor Management, driving the integration of additional incident teams' agencies. Crafting a comprehensive research report, I analyze User Flow and User Interface, demonstrating the impact of visual design languages on usage efficiency and time on task, while proposing strategic recommendations.

UX - Product Designer | Dvizira Pvt. Ltd. (R&D for defense manufacturing) *Mysuru, India | Feb 2023 – Oct 2023*

- Conducted preliminary user interview, field visit and contextual observation with robotics team. Defined product scope in an access-constrained and high risk environment. Conveyed findings through **8+ storyboard and 20+user flow** to guide design direction.
- Led design for cloud-driven Decision Support System software SANJ.AI, facilitated coordination of **5 army officers** in task missions.
- Led 8 participants recruitment and executed usability tests for SANJ.AI prototype using mixed methods like cognitive task analysis, user behavior analysis and five whys, capturing data on Time on Task, User Error Rate, and Task Success Rate to optimize user flow.
- Optimized user flow and information architecture by analyzing complex data, **consolidating multiple split screens into a single master screen**. Achieved a **13s reduction in Time on Task and a 24.6% increase in task success rate.** Presented comprehensive visual reports, including graphs and heat maps, to the product management and CEO of the company **adopted into funding pitches.**
- Designed a clickable prototype of the sub-components in the master screen, thereby conveying a potential design expansion strategy.
- Designed over 30+ UI screens for presentation pitch. The startup was awarded **Top 100 Emerging Startups Globally by TiE Global.**

Architect and Researcher Assistant | Peter Rich Architects *South Africa | Feb 2022 - Feb 2023*

- Led researched with a **11 member cross functional team** on African Space making concepts, engaging with **3 local communities** to integrate their design principles in the **Africa Town Urban design competition, Alabama USA. - a top-5 selected entry**.
- Developed urban scale **3D model with 12+ detailed buildings** to communicate concept idea and design strategy through visualization.

Urban Designer and Community Researcher | AVANI Institute of Design *Kerala, India | Sep 2019*

- Conducted on-site qualitative research in low-resource, post-calamity flood-affected regions, utilizing participatory methods **(with 70+ residents)** through hand-drawn documentation to map spatial usage of house plans. Provided results in form of a 5min user story to convey social dynamics used to optimize house plans and integrate vernacular design language in the rehabilitation housing design.

UNIVERSITY PROJECTS

- **Flexi for speech:** Designed **interaction of EMAR Robot** to tackle public speaking nervousness to be used in educational social settings. Conducted usability, conducted task analysis and user interview with 4 member team and optimized the finite state machine
- **Transit for UW:** Designing a system for tackling bus delay information dispatch to UW students to enhance the sense of safety. Led user research, utilizing surveys, observations, and interviews to shape design concepts and project roadmap.
- Developed and tested interactive prototypes using IDEO methods for real-time user feedback which led to improvised UI screen and integration of widget to enhance user experience.

EDUCATION

UNIVERSITY OF WASHINGTON Seattle, WA
Master's in Human Centered Design and Engineering (4.0 GPA) Expected August 2025
Relevant Coursework: User Centered Design, Human Robot Interaction, Programming concepts, Usability studies

WADIYAR CENTER FOR ARCHITECTURE Mysuru, India
Bachelor's in Architecture, Summa cum laude honors August 2017- July 2022
Relevant Coursework: Research methodologies, Sociology, Research study program, Structural Design, 3D Model making.