

HI, I'M BHUMIKA SOAM

But, you can call me Bhoom.

I'm a **Product Designer** by profession, but have a deep love for all things design.

EXPERIENCE

Olympus Keymed, UK *

2022 - Present | Senior Product Designer | Full time - Remote (UK)

- **Developed responsive web applications** from early conceptual stages to product implementation, forming the core of the software ecosystem. Optimized primarily for tablet use by nurses and endoscopists, but designed and built responsive for other device types as well. Also established a standardized medical information architecture.
- **Orchestrated user research initiatives**, from planning to execution, synthesizing insights to drive data-informed design decisions. Conducted moderated user interviews focused on discovery topics, prototype testing, product evaluations, etc.
- **Architected internal tools** to empower service teams in customizing application settings for the end user.
- **Collaborated cross-functionally** with product, engineering, and research trio throughout the design process. Worked with leadership to align roadmaps and translate user needs into scalable solutions.
- **Instrumental in scaling the Design team** from 1 to 11 members, contributing to hiring strategy and fostering a high-performance culture. Also partnered with the Head of Design to cultivate a culture of design excellence across the organization, while focusing on elevating the team expertise in various topics.

McDSP *

2019 - 2025 (April) | Product & Graphic Designer | Contractor

Led the holistic UI-UX design of audio hardware and software plugins, delivering **30+ successful plug-in releases** while establishing benchmarks and processes for visual identity and GUI standards. My dual expertise spanned both digital interfaces and marketing collateral - creating responsive, brand-aligned assets across platforms while optimizing workflows for the global remote team. I consistently **balanced technical requirements with business objectives**, improving collaboration through organized scalable asset management processes.

ROAR for Good

2017 - 2021 | Product & Industrial Designer | Full-time & Contract

Led end-to-end design of the **web-based emergency contact onboarding** flow and the redesign of the user-facing app to enhance the Athena wearable safety device experience. Developed the **visual identity for the AlwaysOn™ B2B platform**, including a responsive website and marketing assets that supported the company's digital entry into the service industry. **Spearheaded research initiatives**, conducted design sprints, and contributed to 3D modelling and prototyping efforts for the next-generation safety wearable and its companion app.

References available on request *

SKILLS

Softwares

Figma, Sketch, InVision, Adobe Suite, HTML, CSS, Java Script

Design

Visual Design, User flows, Information Architecture, Internationalization, Lo-fi to Hi-fi Wireframe Concepts, Design system understanding, Rapid Prototyping, Front-end knowledge

Research

Construction test plans, Moderated and unmoderated interviews, Usability and concept testing, Data synthesis, Card sorting

Org-Focused

Design strategy, Design roadmap planning, Mentorship, Design workshops, Cross-team collaboration, Work-in-progress and Handover processes

EDUCATION

Masters of Fine Arts - Industrial Design
Academy of Art University | San Francisco

Bachelor of Design - Product Design
Symbiosis Institute of Design | Pune, India