BHUMIKA RAJPUT

1bhumikarajput@gmail.com | linkedin.com/in/bhumika-rajput | Portfolio Website

I am a passionate and creative UX/UI designer with a strong foundation in psychology and business management. My expertise lies in understanding user behaviour, conducting thorough user research, and crafting innovative solutions to deliver impactful designs. As a people person, I excel at fostering collaboration and growth within teams and have an affinity for creative problem-solving.

EDUCATION

Inscape   Johannesburg, South Africa
Advanced Diploma in User Experience Design   *January 2024 – December 2024*

- The course allowed me to specialise in the UX field by developing skills in user research, problem-solving, prototyping, system design, testing, and software tools. I gained an in-depth understanding of UX/UI theories and practices, as well as intellectual property law, communication, and collaboration.

SACAP - South African Collage of Applied Psychology   Johannesburg, South Africa
Bachelor of Applied Social Science Majoring in Psychology and Business Management   *January 2021 – December 2023*

- Studying Psychology and Business Management helped me cultivate strong critical thinking and problem-solving abilities, while also deepening my understanding of human behaviour and its relevance to business and socially responsible practices in diverse, cross-cultural settings.

EXPERIENCE

UX Designer Intern   July 2024
Nihilent

- Conducted user research through interviews, surveys, stakeholder mapping, system architecture, and payment integration.
- Designed impactful solutions to improve an existing application by addressing key pain points.
- Delivered low-fidelity wireframes, high-fidelity wireframes, and prototypes using Figma.
- Collaborated in meetings to develop pitches, solutions, and strategies.

Freelance UX Designer / Graphic Design   May 2020 - Present
Bhumixdesigns

- Created illustrations using software such as Adobe Illustrator, Procreate, and Photoshop, specialising in vector illustrations, digital art, and logo design.
- Enhanced existing website designs for companies by improving layout, themes, aesthetics, and navigation for a better user experience.

PROJECTS

Timelink Systems – *Figma, Procreate, ibisPaint X*

- Designed a website for Timelink Systems, enhancing their online presence, redesigning their logo, and effectively showcasing their services to stand out in the market.

Frameco – *Figma, Procreate*

- Redesigned the Frameco website, leveraging the original branding to create a cohesive and functional online presence.

Conscious Closet – *Figma, Miro, Procreate, Teams, Google Forms*

- Created Conscious Closet from the ground up, encompassing user research, ideation, prototyping, and testing to develop a thrifting application with a Tinder-style interface for browsing clothes. Designed the brand and user experience to promote sustainability and mindful shopping.

TECHNICAL SKILLS

Tools & Software: Figma, Framer,Adobe Suite (Photoshop,XD,Illistrator), Procreate, Miro, Notion, Canva, Teams, Zoom, Google Workspace,
UX/UI Design : User Research, Wireframing, Prototyping, Information Architecture, Interaction Design
Research & Testing: User Flows, Card Sorting, A/B Testing
Processes: Design Thinking, Agile