BHUMIKA RAJPUT

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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 / UI Designer   August - December 2025
Women's Health and Pelvic Care

- Sole UX/UI designer responsible for the end-to-end design process from discovery to final handoff.
- Led a complete website re-brand, including logo redesign, color system, typography, and visual direction.
- Created custom illustrations and iconography to support brand storytelling and education.
- Delivered developer-ready Figma files with clear documentation and design specifications.
- Built and launched the fully functional website in Wix, translating designs into a live product.
- Implemented animations, interactions, and responsive behavior across the entire site.

Freelance UX Designer / Graphic Design   May 2020 - Present
Bhumixdesigns

- Led freelance projects focused on rebranding and website revamps, improving visual identity and user experience.
- Redesigned and enhanced existing websites by improving layout, visual hierarchy, navigation, and overall usability.
- Collaborated with clients to translate business goals into cohesive, user-centered design solutions and real-world implementation.
- Designed illustrations, logos, and digital assets using Adobe Illustrator, Photoshop, Procreate, and ibisPaint X.
- Created complete brand identities including logos, color systems, typography, banners, and iconography.

UX Designer Intern   July 2024
Novodigital

- 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.

Projects

Timelink Systems – *Figma, Procreate, ibisPaint X* – timelink.co.zw

- 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* – frameco.co.zw

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

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

- 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, Wix, Adobe Suite (Photoshop, XD, Illustrator), 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