



BHOOMI SHAH

Hi, i am a Product Designer with 8+ years of experience, crafting integrated digital experiences.

An investigative thinker, by nature, having dabbled in multiple domains like research, brand design, service design, illustration, food styling and more, I am now on a quest to master UX and service design.

VOLUNTEER WORK

2016-2017

Facilitated art and craft therapy workshops for children who are terminally ill and at risk kids at Happy Feet Home - India's First Children's Hospice

2012-2015

Activity co-ordinator and writer for sing a smile - A music movement initiative

2012-2013

Event designer for Friends of Mad (FOM)- Make a difference

WORK EXPERIENCE

UX DESIGN CONSULTANT

2020 - Present

As an independent consultant, I collaborate with different agencies and/or work directly with brands to help take ideas from concept to wireframes, and strategically solve both user needs and business challenges, thereby designing valuable user-centred experiences.

Clay Strategy and Design, Mumbai

- **Save the Children (Now Bal Raksha Bharat):** Conducted strategy and ideation exercises and developed interactive solutions for a web/app structure by leveraging user data and analytics.
- **Bluestone:** Provided insightful, relevant, actionable changes for the app/website, integrating offline-online visual systems for a holistic brand experience, resulting in increased sales conversions.

Kaboom Social Impact, Delhi

- **Breakthrough TV India:** Developed and remodelled an interactive online curriculum, for a gender equity programme called 'Taaron ki Toli', with an intention to increase reach and participation by 10x within government schools and multiple micro-educational centres.
- **Purpose Global:** Crafted a visual and informative experience for an online garment donation campaign called 'Re.think-act-create' focusing on climate-sensitivity in fashion and sustainable practices in India that drove successful results leading to a 60% increase in influential user engagement.
- **Rohini Nilekani Philanthropies:** Re-designed the navigation system and user-journey to improve functionality and usability contributing to 15% increase in viewership and engagement.
- **Fairtrade India:** Audited the website, re-designed the content architecture, prototyped wireframes, designed the visual language and layout of the site for fair-trade week campaign.

Sane Difference, Mumbai

- **XKDR:** Built comprehensive design systems, enhanced its web+ mobile experience, and implemented diverse sorting mechanism.

Ellementry, Jaipur

- As a creative director, developed and executed innovative ideas for marketing campaigns and branding communications, overseeing the entire process from conception to execution.
- Collaborated with cross-functional teams to foster a creative and collaborative work environment.

SKILLS

Design and Research

- Lo-fi and Hi-fi Wireframing
- Information Architecture
- Prototyping
- StoryBoarding
- Personas
- User flows
- Journey Mapping
- Competitive Analysis
- Interviews
- Presentations

Creative

- Creative Thinking
- Art Direction
- Food Styling
- Craft therapy

Personal

- Detail-obsessed
- Hustler
- Team player
- Problem solving

TOOLS

- Photoshop
- Illustrator
- Figma
- Adobe XD
- Whimsical
- Keynote
- ChatGPT
- Miro
- Familiar with HTML, Java, CSS, Webflow, Notion.ai

👍 9833221798

✉ meow@madpurplecat.com

in Bhoomi shah

🌐 madpurplecat.com

🌐 madpurplecat (Portfolio)

DIGITAL + UI/UX LEAD DESIGNER

2017 - 2020: Clay Strategy and Design, Mumbai

At clay, I wore various hats, becoming a design chameleon, an inclusive leader and a user advocate extraordinaire. Some of the key projects I worked on included -

- **Ellementry:** Leveraged my strategic acumen to lead UX and manage the project by collaborating with different teams like brand design, UI, production, styling and social media to create a holistic brand experience.
- **Faces Canada:** Mentored a team of designers and created a responsive website experience. Contributed as an art director on the launch campaign called #BeautifulBeginsWithYou.
- **Creambell:** Designed a unique web/app experience and collaborated with **different** teams to create sonic branding for the app.
- **Marico-Parachute:** Developed, designed and managed a content platform 'hairsutras' and integrated it's social media.

SENIOR VISUAL DESIGNER

2014 - 2015: Liqvd Asia, Mumbai

- Honed my skills in experience strategy, design thinking, and art direction.
- Worked primarily in the realm of branding, UI design, and digital design for brands like **GAP, Celkon Mobiles, Arvind Mills, Dosti Realty, Ikarmik and more.**
- Collaborated with the technology team to craft a series of microsites dedicated to lead generation, strategically optimising web forms for enhanced efficiency.

VISUAL DESIGNER

2013 - 2014: The Glitch, Mumbai

- Created plethora of visual content for a diverse range of projects, including bollywood movies and esteemed brands.
- Actively contributed to the creation and development of different Facebook apps and interactive platform take-overs enhancing user engagement and brand visibility.
- Collaborated seamlessly with the video production team, lending my expertise in super designs and set design, elevating the overall visual appeal of the projects.
- **Brands: Cornetto, Ponds, Lakme, Lindt, Locciatane, MTV, T-Series**