

WINDU BUMI, MS - HCI

UX Researcher & Strategist

windu.bumi@gmail.com | uxwindubumi.com | linkedin.com/in/wbumi | US Permanent Resident

SUMMARY

UX Researcher & Strategist with over a decade of experience driving the foundational "Discovery & Define" phases of complex legacy modernizations, specializing in foundational discovery, problem-space definition, opportunity mapping, and early-stage generative research to de-risk operational complexities and establish strategic governance frameworks before engineering begins.

LEADERSHIP & CORE COMPETENCIES

- **Strategy & Planning:** Experience Strategy | Opportunity Framing | Service Blueprinting | Ecosystem Mapping | Operational Flow Mapping | Strategic Vision | Risk & Change Management
- **User Research & Synthesis:** Field Research | Contextual Inquiry | Task Analysis | Generative & Evaluative Methods | Insight Synthesis | User Needs Analysis | Mental Model Alignment | UX KPIs & Metrics
- **Problem Space Definition & Workflows:** Generative Workflow Modeling | Systemic Complexity Analysis | Cognitive Walkthroughs | Cross-Platform Strategy Alignment
- **Design Systems & UX Governance:** Governance Frameworks | Experience Guardrails | Interaction Pattern Definition | Design Principle Authoring | Design Standards | Compliance (Human Factors Engineering/HFE, FDA, Section 508, WCAG, HIPAA) | Agile Methodology
- **Enterprise Leadership:** Executive Storytelling | Stakeholder Alignment | Org-Wide UX Influence | Cross-Functional Facilitation | Product Partnership | Mentorship & Coaching

PROFESSIONAL EXPERIENCE

Bumi Kapital LLC | Principal Strategist, Consultant | Sep 2024 – Present

- Led end-to-end user research and service design blueprinting for high-stakes enterprise applications, capturing complex workflows across stakeholders.
- Formulated strategic design and product vision for highly regulated FDA environments, ensuring seamless integration between legacy backend systems and modernized interfaces.
- Connected front-stage customer interactions with back-stage operational workflows to drive system efficiencies, achieving a 20% optimization in fulfillment workflows.
- Facilitated cross-functional brainstorming workshops and alignment sessions, translating deep user insights into actionable service design artifacts that successfully met targeted UX KPIs.

Neogen Corp | Experience Strategy Lead | Feb 2023 – Aug 2024

- Scaled org-wide design influence across three disconnected post-acquisition product teams by establishing a centralized UX governance framework and building out a scalable design practice driven by research-backed product strategy.
- Shifted company culture from an engineering-led to a research-driven framework by establishing "should-we-build-it" strategic gates; prevented millions in technical debt by auditing rigid, system-driven backend laboratory architectures to eliminate unnecessary feature bloat through rough and rapid design iterations before engineering execution began.
- Future-proofed product roadmaps by leading early discovery sessions to map out ideal customer journeys and internal employee experiences, establishing explicit success metrics and a standardized process

playbook that aligned product and engineering teams continuously through the dev queue, accelerating delivery speed by 20%.

Alight Solutions | Lead Experience Architect | Jul 2020 – Feb 2023

- Secured executive funding to successfully replace legacy vendor contracts for a pilot platform serving 267M users by spearheading the foundational discovery and upstream strategic design across highly complex problem spaces.
- Reduced corporate call center volume by 30% by shadowing agents, mapping their mental models, and translating operational workflows into optimized service design blueprints and artifacts.
- Saved millions in support costs across complex systems by developing operational UX KPIs and metrics to evaluate information architecture overhauls while mentoring junior designers on data-driven complexity analysis.

Walgreens | Senior Experience Architect | Oct 2019 – Jul 2020

- Ensured 100% pharmacy staff continuity during a high-stakes application migration by synthesizing foundational workflow analysis into a service design blueprint that seamlessly connected front-stage actions with back-stage operational systems.
- Scaled future digital product strategy across the enterprise by spearheading the Pharmacy Interactive Language Library design system, authoring interaction principles, and establishing UX governance standards to clearly articulate abstract and complex concepts.
- Ran usability testing on complex pharmacy fulfillment workflows, cutting prescription processing time by 30% and measurably improving daily site throughput.

HCSC (Blue Cross Blue Shield) | Senior UX Architect | Sep 2015 – Oct 2018

- Led high-stakes Medicare portal redesigns through design research, ensuring absolute compliance with Section 508, WCAG, ADA, and HIPAA regulatory mandates while building an inclusive digital environment.
- Conducted foundational workflow and task analysis on error-prone legacy portals, defining a strategic design framework that eliminated systemic user workarounds and shifted staff time allocation from paperwork to patient care.
- Built scalable experience frameworks and standardized template systems deployed across five states, successfully cutting development bugs by 25% and accelerating time-to-market.

Additional Experience | Senior Experience Research/Human Factors Engineer | 2006 – 2019

- Future-proofed systemic complexities across public sector, healthcare, finance, and manufacturing workflows by transforming complex backend logic into scalable, modern experience and service design strategies in an Agile environment.
- Drove early-stage foundational discovery and scaled design governance frameworks to deliver high-impact digital solutions for the Social Security Administration, JPMorgan Chase, UPTAKE, American Society for Clinical Pathology, Lexmark International, and American Family Insurance.

TOOLS

Research & Strategy: Mural/Miro | Adobe Experience Manager | Confluence | JIRA | Figma | Sketch
Productivity & Management: Microsoft Office 365 | Confluence | JIRA

EDUCATION

M.S. Human-Computer Interaction (Minor: Psychology) | DePaul University
B.S. Building Management | University of South Australia
Intro to AI & Agentic AI | MIT