



KIRTIKA BHUVA

SENIOR UX DESIGN STRATEGIST WITH EXPERTISE IN UX DESIGN, ACCESSIBILITY AND RESEARCH | ARTIST

CONTACT:

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ABOUT ME:

I am an innovative and Senior UX Design Strategist and Researcher with a good knowledge and understanding of working with development. I graduated as a Graphic Designer and moved into digital design, where I started learning about Web Accessibility. I used this knowledge to help John Lewis to raise awareness of their in-house standards and to provide an internal structure with training and guidance on building inclusive products and services.

Working very closely with businesses I help provide engaging experiences from discovery, research, ideation, content management, site/app audits and development through to product releases. Testing and iterating ideas/designs at various development stages.

I have a strong desire to learn new creative technologies and processes to help develop myself and enjoy coaching others in doing so. I am very experienced at guiding and training teams to think and build inclusive design.

I thrive on working on challenging projects, I am proactive and work well in both small and larger teams. I am a sociable person who enjoys getting to know the people I work with.

TECHNICAL SKILLS:

Working in an agile, lean and MVP with product owners, designers, developers and stakeholders across various products.

Great motivational, presentation and communication skills, and Workshop Facilitator.

Site audits/maps, user flows, content management and stakeholder engagement across all channels.

Conducting Research, Discovery and User insights using methods such as Ethnography research, Guerilla testing, Persona creation research and development along with Voice research to provide a better insight into user behaviours.

SOFTWARE SKILLS:

Sketch	Axure	Figma
Invision	Userzoom	Silverback
Miro	A/B testing tools	JAWS
VoiceOver	Photoshop	Illustrator
In-Design		

EMPLOYMENT HISTORY:

TESCO
SENIOR UX STRATEGY DESIGNER |
SENIOR UX DESIGNER
JAN 21 - FEB 24

As a UX Strategy Designer I work with Product Owners to ratify a strategy or problem statement. By establishing the drivers for change and the root cause of a perceived problem, I enable a team as well as the company to focus on key tangible targets.

My method of working is to dedicate time to understand the problem using any research tools available to me, e.g. content, current tech, apps etc. I often conduct Ethnographic research, user interviews and questionnaires along with any analytical data or previous research carried out. This helps me to understand the user, the environment they are in, the tech they use, the assignment they are carrying out and if the problem statement is true. The discovery phase can take from 4 to 6 weeks.

I regularly catch up with the Product Owner and bring them into the research process and help them understand the discovery phases. I playback my findings as this process helps the business to understand if the original problem statement is correct and helps shape their overall strategy.

While providing this service to Tesco, I have also worked on complex and impactful projects from discovery through to the development stages. These have been well received and are ongoing.

JOHN LEWIS
SENIOR UX LEAD
JUL 20 - DEC 20

Working on three big projects including carrying out remote user workshops and testing for: iOS Mobile app, Android and Johnlewis.com Wishlist

ADIDAS - AMSTERDAM
SENIOR UX & IA CONSULTANT
SEPT 19 - FEB 20

Project is under NDA.

Building a cleaner usable IA and a collaborative work process between all the adidas global offices.

PUBLICIS SAPIENT
SENIOR UX DESIGNER
MAY 19 - JUL 19

Working with a global client to help design a new product for launch in September. This project had a very tight deadline and I was pulled in to help with the UX. I very quickly learned about the project, what had been worked on previously and what the client wanted. I used all this information and focused on the main Customer and Business goal.

Engaging all stakeholders, and those on the project in a workshop to help kick off the first sprint. Working closely with designers from other project streams who were looking at parts of the product to ensure we were aligned in our user thinking and design. Showcasing user flows, site mapping, prototypes and design thinking to all stakeholders while taking on a proactive lead role helping other designers on the team.

NEWS CORP - WIRELESS
SENIOR LEAD UX DESIGNER
FEB 19 - MAR 19

The challenge was to work on the talkSPORTS Android and IOS app and deliver an MVP. I started the project by interviewing stakeholders and auditing the current app and Website, creating a quick site map that I used to help designers, developers and stakeholders to show where their content currently sat.

NEWS CORP - WIRELESS
SENIOR LEAD UX DESIGNER
FEB 19 - MAR 19

I wanted to ensure that with the Customer and Business goal the users were able to get to the content they wanted to as quickly and efficiently as possible. Using the feedback on their existing app on the Google Play Store and the App Store I wanted to share this with Stakeholders to show what users were using and without impacting them when it came to releasing an MVP.

Engaging all talkSPORT users to provide a platform whereby they can test and provide instantaneous feedback on the new products being built.

JOHN LEWIS & WAITROSE
HEAD OF UX/UI | PRODUCT
SERVICE DESIGNER
SEPT 17 - JAN 19

I was responsible for looking after several innovation start up projects and a team of UX/UI & Graphic Designers across those projects.

PROJECT: Waitrose Wine tasting at home

Working closely with the product owner and operational team to better understand the product and help improve the services aligned with the business and customer goals, identifying quick wins.

Without impacting the business operations team and whilst listening to the customer feedback I pulled together the 'Just Wine tasting package' and ran this package as a test for a few weeks. The test proved to be very successful with both the business and customers.

PROJECT: Cook Well from Waitrose

Working in a small group in a two-day workshop I pulled together three high level Cook Well personas that I used to help guide, scenarios, user journeys, better enhance services and user research.

I worked with another team to conduct a cookery Voice Research project. I wanted to validate the hypothesis where users would benefit from having their Google home talk out the recipe steps and guide the unconfident cook in the cooking process. Out of the research the digital voice recipe proved to be better received than having to read a recipe card and interpret how to cook the meal.

ACROSS ALL PROJECTS: Ways of working

Ensuring we were working in a very lean, agile, MVP way to cover the whole proposition end to end, while working with John Lewis and Waitrose adhering to their styles and guidelines. Managing work effectively and delivering within very tight deadlines, while building momentum in projects and teams and resolving any problematic areas with the support from the wider business.

MANAGING AND PRACTICING: Working and supporting my team

By having weekly catch ups to walk through design work, any events or talks coming up and learning about any new trends and industry innovation we could take inspiration from. Providing development opportunities for each designer to enhance and learn new skills. Bridging the gap between the designers in John Lewis, the innovation team and Waitrose to work smarter and effectively moving forward.

EMPLOYMENT HISTORY CONTINUED:

JOHN LEWIS
UX ARCHITECT &
HEAD OF ACCESSIBILITY
FEB 16 - SEPT 17

PROJECT: Delivery statuses and Post Purchase Communications

A Service design piece to better provide a way of communicating where the customers orders or returns are. The aim was to provide a high-level overview of delivery statuses and post purchase communication, testing assumptions derived from business and customer goals.

Running and facilitating stakeholder, customer journey mapping and shaping workshops to understand the business and customer requirements & objectives. Communicating and validating designs early using sketches, user journeys, content hierarchy, prototypes and low/high fidelity wireframes.

PROJECT: IOS John Lewis iPad and Mobile App

Redesigning the iPad and Mobile app to be one responsive app. Auditing the way the journey worked for users on iPad and Mobile to ensure the new design and journey wouldn't impact the customer in a negative way but positive way.

Working closely with product owners to design, iterate and test low to high fidelity prototypes. Testing and validating assumptions derived from business and customer goals.

TRAINING AND SUPPORT: Web Accessibility

By providing hands on training and using external auditors I was able to allow teams to introduce basic accessibility testing through the thinking, developing and testing phases of their product development.

I created and produced an internal training program to help all teams and projects to design and think inclusive design.

PUBLIC EVENTS I HAVE BEEN INVOLVED IN

SYSTEM CONCEPTS System Concepts interview about my experience of incorporating digital accessibility into the design and development process.
MAY 2018

UXPA GAAD Making Accessibility Accessible.
MAY 18TH 2017

JOHN LEWIS TECH TALK Web accessibility for fun and profit.
OCT 14TH 2016

QUALIFICATIONS

UNIVERSITY OF HERTFORDSHIRE B.A Hons in Graphic Design & Illustration
OCT 02 - MAY 05

OTHER THINGS I DO

ARTIST | Outside of work I am an artist who paints, sketches and have had a couple of solo and mixed exhibitions. I spend some of my time learning new designs or making things such as jewellery and spending time walking with Winston, my 9 year old dog.
ADVENTURE | FOOD

