

# Payal Bhujwala

(pronounced TTL)

 [www.payalbhujiwala.com](http://www.payalbhujiwala.com)  
 [www.linkedin.com/in/payalbhujiwala/](https://www.linkedin.com/in/payalbhujiwala/)  
 [payal.bhujiwala@gmail.com](mailto:payal.bhujiwala@gmail.com)  
 848-213-3038

## education

### Carnegie Mellon University

Pittsburgh, PA // August 2019 - August 2020

Masters of Human Computer Interaction

### College of Engineering, Pune

Pune, MH, India // July 2014 - May 2018

Bachelors of Engineering in IT

## skills

UX/UI Design

Design Research

Product Strategy

Visual Design

Agile Methodologies

Front-End Web Development

Motion Design

## clients

CDW

Providence Health

MD Anderson Cancer Center

FedEx

Eli Lilly

Carrier

Nike

Capital Group

The Pittsburgh Foundation

TALK: The New Sex-Ed

Truity

## work experience

### Sr. UX Designer @ IA Collaborative // Chicago, IL

February 2023 - Present

- Led the redesign of Providence Health's Financial Assistance webpages, achieving a 75% reduction in page count and a 50% decrease in clicks (some elements of this design are now live on providence.org).
- Supported the planning of implementation and long-term vision strategies for Eli Lilly's \$700M site in collaborating with PMs and business strategists.
- Co-led the development of data-driven strategies, that unlocked \$48M in online subscription sales for CDW, transitioning online from offline and manual processes.

UX Designer (March 2021 - February 2023)

- Designed a mobile app for CDW, boosting mobile user traffic by 45% and gaining executive approval for key design decisions.
- Collaborated with designers, product managers, and UX writers to prioritize design efforts.
- Facilitated new product opportunities for MD Anderson, resulting in a projected 30% increase in the conversion rate for international patients receiving care.
- Led a prototype redesign for FedEx, reducing claims-related call volumes by 40% and enhancing the claim filing experience.

### Design Research Associate @ CHIMPS Lab

// Remote

December 2020 - July 2021

- Redesigned SafeSea, a chrome plugin for increasing cybersecurity awareness, funded by Facebook and the National Science Foundation.
- Facilitated multiple rounds of user testing with 15+ participants.
- Built a product roadmap to integrate the plugin with other social media applications, such as LinkedIn and Twitter.

### UX Design Lead @ OH! Lab // Pittsburgh, PA

February 2020 - August 2020

- Managed a design team of 2 UX designers and 2 illustrators while designing FROLIC, an app that encourages physical activity.
- Co-authored and published a research paper in CHI PLAY 2021 on the sociological impacts of physical activity on girls.
- Surveyed 20 game designers and health experts who found FROLIC as an innovative and novel product in the physical healthcare space.
- Collaborated with 4 developers to deploy the app on iOS App Store with a 80% customer satisfaction rating.

### Software Developer @ Wipro Technologies Ltd. //

Pune, India

July 2018 - August 2019

- Developed 2 Python apps and 1 C++ app for Charles Schwab's market data support team.
- Ideated and built a product strategy tool to generate validation reports.
- Collaborated with stakeholders and shipped multiple apps/updates.