

Hoshedar Bamji

Senior UX/UI Designer · Ottawa, ON , Canada · [linkedin.com/in/hoshedarbamji](https://www.linkedin.com/in/hoshedarbamji) · hoshedarbamji.com

Professional Summary

Senior UX/UI Designer with 7+ years of experience designing SaaS and digital products. Strong background in UX/UI, interaction design, product strategy, and design systems, with experience leading end-to-end product design initiatives from discovery through launch. Skilled at simplifying complex workflows, modernizing product experiences, validating solutions through user research and usability testing, and translating business requirements into intuitive, scalable interfaces. Proven senior-level ownership across multiple product areas, including executive and customer presentations, design reviews, product-level decision-making, and coordination with product and engineering stakeholders.

Professional Experience

SENIOR UX/UI DESIGNER - *One Door (Boston, MA) | Jan 2025 – Aug 2026 | Minneapolis, MN (Remote) + Ottawa, ON (Remote)*

- Owned **product design across five product modules** and verticals, defining design priorities, requirements, and deliverables while balancing competing product and business needs.
- Led the **modernization and adoption** of One Door's **UI design language across two product platforms**. Partnered with Product and Sales to create a more consistent experience, simplify complex workflows, and strengthen high-impact product experiences and sales demonstrations.
- Led **design reviews and product-level design decisions**, communicating design rationale and presenting solutions to executive stakeholders, customers, and cross-functional teams.
- Served as the organization's **sole product design resource**, progressively taking on broader ownership of product design strategy, standards, and execution across the portfolio.
- Integrated **AI-assisted design workflows** using tools such as ChatGPT, Gemini, and Figma AI to accelerate ideation, exploration, prototyping, and iterative design.
- Partnered closely with Engineering to **review Storybook implementations**, validating component quality, visual fidelity, and alignment with established design specifications.

UI Designer - *One Door (Boston, MA) | Sept 2019 – Dec 2024 | Boston, MA (Onsite) + Minneapolis, MN (Remote)*

- Led the **end-to-end redesign** of One Door's core planogramming tool, used by all customers for critical merchandising workflows. From product discovery & research through interaction design, feature documentation, and in-product onboarding.
- Co-led the implementation of a digital onboarding solution, **establishing a structured onboarding experience** where none previously existed and improving user engagement and awareness of new and upcoming product capabilities.
- Led the initiative to make One Door's retail store-facing platform **responsive and mobile-friendly**, expanding access and enabling retail store users to work more effectively across devices and environments.
- Unified four disparate design languages into a cohesive UI system**, reducing visual fragmentation, streamlining components, and establishing a consistent experience across the product.
- Led the **accessibility enhancement of UI components** to meet WCAG 2.1 AA guidelines, improving usability and inclusivity across the product.
- Conducted **user interviews, usability studies, and prototype validation**, translating feedback from customers and internal users into actionable design decisions throughout the product development process.

UX Design Intern - *OpenClinica (Waltham, MA) | Jul 2018 – Dec 2018 | Waltham, MA (Onsite)*

- Designed patient-facing **mobile and enterprise healthcare interface experiences** through wireframes, high-fidelity UI, and interactive prototypes.
- Conducted **usability testing and iterative design validation**, using user feedback to refine workflows.
- Helped improve the **information architecture and navigation** across the OpenClinica EDC platform.

- Conducted **heuristic evaluations and system mapping** to identify usability issues and product gaps.
- Co-led a **UX workshop** at the OC18 conference, uncovering user pain points, needs, and opportunities.
- Maintained **design standards** and cohesion across OpenClinica products.

Brand Design Manager - *Design Guerrillas (Mumbai, India)* | Jun 2012 – May 2017

- Led **design strategy, client relationships, research, and creative execution** across FMCG, F&B, media, education, healthcare, fashion, toys, and publishing.
- Conducted **consumer research and brand perception analysis** to inform design and communication strategies.
- Led **creative projects from concept to execution**, managing timelines, quality, and design consistency.
- Collaborated with **cross-functional teams and clients** to translate business objectives into visual and digital experiences.
- Helped **design** websites, marketing collateral, and brand systems.

Earlier Experiences:

Content Manager (Freelance) - *Harvest Moon* | Jun 2013 – Aug 2014

Client Servicing Intern - *Lowe Lintas + Partners (Advertising)* | 2012

Client Servicing Intern - *Saints and Warriors (Advertising)* | 2011

Intern - *Adfactors PR* | 2009

Core Expertise

Design: Product Strategy · End-to-End Product Design · UX Design · Interaction Design · User-Centered Design · Complex Workflow Design · User Flows · Information Architecture · UI Design · Visual Design · Design Systems · Accessibility

Research & Validation: User Research · User Interviews · Customer Insights · Usability Testing · Wireframing · High-Fidelity Design · Prototyping · Heuristic Analysis

Leadership & Delivery: Design Leadership · Stakeholder Management · Design Reviews · Design Critiques · Client Presentations · Agile Product Development · Cross-Functional Collaboration

Tools & AI: Figma · AI-Assisted Ideation (ChatGPT · Gemini) · AI-Assisted Prototyping (Figma Make & AI, Claude)

Technical Foundations: HTML · CSS · JavaScript · React - Foundational knowledge

Education

Master's Degree, Digital Media (Interactive Design) - *Northeastern University (Boston, MA)* | 2017–2019

Diploma, Advertising - *Mumbai Educational Trust (Mumbai, India)* | 2010–2011

Bachelor of Science, Chemistry - *Wilson College (Mumbai, India)* | 2007–2010

Certifications & Honours

Honour:

Presenter “Brands in the age of UX & IxD” - UXPA Boston | 2018

Certifications:

- Gamification - University of Pennsylvania - Coursera | 2016
- Website Conversion Optimization: UX, Social Media & Email - Udemy | 2015
- Design for Engagement - How to design so people take action - Udemy | 2015
- Creative Writing - Xavier's Institute of Communication | 2014