

PROFILE

Highly skilled and creative designer over 4+ years of experience in UX and UI design product designer with expertise in E-commerce, FinTech, B2B, AI, Edtech and User-Centric Design. Proven ability to craft intuitive interfaces that enhance user experience and drive engagement, adept at collaborating with cross-functional teams to deliver high-impact digital solutions making me an ideal choice for any UX design project.

WORK EXPERIENCE

Head of UI/UX Design Department

TedxMorningside Heights

New York, NY - January 2025 - Present

- Lead and mentor the design team, ensuring quality and innovation in all the projects.
- Take initiative in improving design processes and user experiences.
- Supervise and collaborate with cross-functional teams to align design with business goals.
- Conduct design reviews and implement feedback for continuous improvement
- Stay updated on industry trends to enhance design strategies.

Sr. Product Designer (Freelance)

Bluetelecast

New Haven, CT, February 2025 - Present

- UI/UX Design Execution: Designing intuitive and visually compelling user interfaces for web and mobile applications, ensuring a seamless user experience.
- User Research & Analysis: Conducting research and usability testing to inform design decisions and optimizing user interfaces based on data-driven insights.
- Design Strategy & Prototyping: Collaborating with cross-functional teams to define design strategies, create wireframes, prototypes, and high-fidelity design mockups.
- Client Collaboration: Presenting design concepts to clients, gathering feedback, and iterating on designs to ensure alignment with client needs and project objectives.
- Brand Consistency & Quality Control: Ensuring all designs adhere to company's branding guidelines and maintain consistency across all client-facing platforms.
- Collaboration with Development: Partnering with the development team to ensure smooth implementation of designs and troubleshooting any design-related issues.
- Continuous Improvement: Analyzing design performance, user feedback, and conversion rates to refine and optimize the user experience.

Lead UI/UX and Product Designer

Waterflow Technology

Kathmandu, Nepal - August 2022 - July 2024

- Led and supervised a team of junior UI/UX designers, providing training and mentorship.
- Oversaw multiple projects, ensuring design consistency and quality
- Conducted client interactions, meetings, and design sprints to align project goals
- Reviewed post-production user interfaces and reported necessary improvements.
- Collaborated with cross-functional team to enhance user experience and usability

Associate Product Designer

Apricity Nepal

Bhaktapur, Nepal, November 2021 - July 2022

- Planned and structured UI/UX design projects from inception to execution.
- Conducted meetings with product owners to align design objectives with business goals.
- Collaborated with seniors to refine and enhance design strategies.
- Created wireframes, designed interfaces and reviewed existing projects for improvements
- Provided feedback on ongoing designs to ensure usability and consistency.

PROJECTS

Designed a Trade Management System– (Web, Android, iOS)

- Full-Stack Design: Led end-to-end design initiatives for a fintech industry, encompassing both website and mobile application development.
- User and Admin Design: Conceptualized and designed the user and admin interfaces for both the website and mobile application, ensuring a seamless and intuitive user experience.
- Extensive Page Design: Successfully designed and implemented over 20 pages across the website and mobile application, covering a diverse range of functionalities and user interactions.
- Animations: Prototyping with Dynamic Animation

E-learning platform for a broker company including video player – (Web, Android and iOS)

- User Dashboard Design: Designed a user-friendly dashboard for easy login and sign-up experiences, ensuring a smooth start for every user.
- Video Library Platform Design: Crafted a simple and intuitive platform, allowing users to effortlessly explore diverse video libraries with a focus on easy navigation.
- Animation and Component: Introduced various engaging animations and components to enhance the overall look and feel, making the user interface visually appealing and enjoyable

E-commerce platform– (Web, Android and iOS)

- Designed and implemented responsive layouts for an e-commerce platform, ensuring seamless user experience across devices.

- Developed and managed 16+ dynamic modals to support various user interactions, including product previews, user prompts, and notifications.
- Created 10+ unique page sections, such as homepage, product pages, checkout flow, and user account management, optimized for usability and engagement.
- Designed and customized UI elements including buttons, accordions, toasts, alerts, and modals, maintaining consistency with the platform's design system.
- Collaborated on implementing component variations to cater to different user scenarios and improve platform accessibility.

Call center software

- Designed the layout and features for both the admin and user interfaces of a call center software.
- Strategically optimized the user experience, fostering seamless interactions and boosting operational efficiency.
- Demonstrated a commitment to crafting intuitive designs that elevate user satisfaction and overall system performance.
- Conducted thorough A/B testing and usability testing on the process
- Design presentation with clients explaining them each features of the software

Web Portal for Government Site

- User Interface Design: Led the design initiative for the user side interactive dashboard, branch office page, and a dynamic carousel, contributing to an engaging and user-friendly website experience.
- Consistent Design Language: Conducted comprehensive research on the design patterns of various Nepal Government websites, establishing and adhering to a consistent design language for improved brand identity and user experience.
- Usability Testing: Spearheaded usability testing initiatives to ensure the effectiveness and user-friendliness of designed interfaces, incorporating valuable insights for continuous improvement and refinement.

AI Chart and Dashboard

- AI Chart Design: Conceptualized and designed an AI-driven chart, fostering a collaborative approach by engaging in extensive client interactions to understand and meet specific requirements.
- Web Development: Executed the translation of the AI Chart design into a fully functional website, employing HTML and CSS to ensure a seamless and visually appealing online presence.
- Client Collaboration: Facilitated in-depth interactions with clients to ascertain their needs and requirements, ensuring a tailored and client-centric approach in both design and development processes.

E-Ticket for Airline Company

- E-Ticket PDF Generation: E-Ticket PDF Generation: Designed an electronic ticket system that generates PDFs, simplifying and improving the ticketing process.

- Next.js Website Frontend: Created more than 5 pages for a website using Next.js, ensuring a user-friendly and responsive interface without directly integrating APIs. Conceptualized and designed the user and admin interfaces for both the website and mobile application, ensuring a seamless and intuitive user experience.
- Components and Filters: Developed different parts and filters for various websites, making them more functional and user-friendly.

Worked as a Project Manager for a food management software

- Project Management: Managed a food management software project, overseeing the entire process from start to finish.
- Planning and Communication: Conducted weekly planning sessions and daily check-ins to keep the team coordinated and on track.
- Time Estimation and Task Delegation: Estimated project timelines by breaking down tasks. Delegated responsibilities to team members based on their skills, ensuring project goals were met efficiently

EDUCATION

Bachelor in Computer Application (BCA)
St. Edmund's College,
Shillong, India (2019 – 2021)

Masters in Computer Information Systems (MCIS)
NEPAL College of Information Technology
Kathmandu, Nepal (2022 – 2024)

SKILLS

- Designing: Design Thinking, User Story, Visual Design, Wire-framing, Prototyping, Low & High Fidelity Wire-frames, Problem Solving
- UX Testings: Testing, A/B Testing, User Testing
- Tools: Figma, Miro, Adobe XD, Git, Visual Studio Code, JIRA, Framer
- Technical: HTML, CSS, Tailwind CSS, React.js, Next.js, Svelte.js
- Soft and Hard Skills: Project Management, Problem-solving, Team Leadership, Time Management, Agile Methodology, Communication

WORKSHOPS & TRAININGS CONDUCTED

- Conducted UX UI Hackathon
- Trained 16+ Interns
- User Testing
- A/B Testing
- User Experience
- Figma Tool
- FigJam Tool
- Client Interaction