Subeksha Thapa- Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 5+ years of experience in UX design across FinTech, SaaS, AI, and other industries. Proficient in Figma , FigJam , Adobe XD, and Framer, with a strong foundation in Agile methodologies. Served as one of the founding designers responsible for building the design system. Proven ability to collaborate with cross-functional teams, mentor junior designers, and drive product success through user-centered design.

WORK EXPERIENCE

Sr. Product Designer

Bluetelecast Software Company – New Haven, CT   February 2025 – Present

· Product Design Execution: Designing intuitive and visually compelling user interfaces for web and mobile applications, ensuring a seamless user experience.
· User Research & Analysis: Conducting market 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.

Lead Product Designer

Waterflow Technology – Kathmandu, Nepal   August 2022 - July 2024

· Mentored an average of 6 product designers, streamlining workflows by 30% and enhancing design quality across 10+ projects.
· Spearheaded user research and usability testing, identifying pain points that led to a 20% increase in user engagement.
· Developed and implemented a scalable design system, reducing inconsistencies and cutting design-to-dev handoff time by 30%.

Key Projects:

Trade Management System – (Web, Android and iOS)

Lead Product Designer | Nepal Stock Exchange

· Designed and optimized a real time trading platform serving 200K+ users, improving accessibility and usability by conducting extensive user research & A/B testing, leading to a 15% increase in user retention.
· Created and maintained a scalable design system, reducing UI inconsistencies and speeding up development by 30%.
· Collaborated with developers and stakeholders to align business goals with customer needs, ensuring a seamless trading experience by implementing accessibility standards (WCAG), improving readability and usability for diverse investors.

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

Lead Product Designer | Naasa Securities

· Designed a user-friendly dashboard for seamless sign-up, login and content access.
· An intuitive video library platform, simplifying navigation and enhancing learning experiences.

- Introduced engaging animations & components, improving the platform's visual appeal and usability.

Call center software – (Web)
Lead Product Designer | Web Application

- Led the end-to-end design by interactive prototypes and improving usability and creating solutions and efficiency for both the users and to stakeholders by ensuring it aligned with the business needs.
- Streamlined the user dashboard, reducing task completion time by 50% and enhancing agent productivity.
- Conducted A/B testing & usability studies, identifying pain points that led to a 50% improvement in navigation speed.

Leadership & Mentorship:
- Conducted Product Design Hackathon for an average of 20+ participants, fostering innovation and collaboration, resulting in 3 functional prototypes addressing real-world design challenges.
- Trained and Mentored 16+ Product Design Interns on design thinking methodologies, user research, and Figma best practices, successfully transitioning 90% of them into junior designer roles and guiding designers on effective client presentations, feedback handling, and stakeholder management to align design outcomes with business goals
- User Testing & A/B Testing Workshops, enabling product teams to make data-driven design decisions that improved user experience and product performance.

Associate Product Designer
Apricity Nepal – Bhaktapur, Nepal   November 2020 - July 2022

- Refined and improved overall design strategies based on customer feedback and iterative testing.
- Worked closely with product managers to ensure design objectives aligned with business requirements.
- Created wireframes and interactive prototypes, leading to faster stakeholder approvals and smoother development cycles decreasing bounce rates on key pages by 15%.

EDUCATION

Masters in Computer Information Systems (MCIS)   2022-2024
Bachelor in Computer Application (BCA)   2019-2021

SKILLS

- **Product & UX Design:** Wireframing, Prototyping, UX Strategy, A/B Testing, Accessibility (WCAG)
- **Tools & Technologies:** Figma, FigJam, Miro, Adobe XD, Framer, JIRA, GIT

- **Knowledge of Frontend Development:** HTML, CSS, Tailwind, React.js, Next.js, Svelte.js
- **Project & Team Management:** Agile Methodology, Team Leadership & Mentoring, Client Management