

Subeksha Thapa- Product Designer

Queens, 11377, NY | +1 (929)-666-1298 | subeksha.thapa@outlook.com | [Portfolio](#) | [LinkedIn](#)

Professional Summary

Experience Designer with 5+ years of experience crafting FinTech, B2B and SaaS platforms. Skilled in transforming complex concepts into scalable design systems, driving accessibility (WCAG) and data driven designs. Strong communicator with proven track record of cross-functional collaboration and mentoring 16+ junior designers. Passionate about solving real user problems and aligning design outcomes with business goals.

Professional Startup Experience

Bluetelecast Software Company, *Sr. Product Designer*

February 2025 – Present

- Collaborated in user research & analysis optimizing user interfaces based on data-driven insights.
- Contributed to early-stage design of 3 mobile/web features, supporting consistency across 2 platforms and improving accessibility score by 15%.
- Participated in weekly design standups and cross-functional meetings with developers and product managers to support design alignments.

Waterflow Technology, *Associate → Mid Level Experience Designer*

August 2022 – July 2024

- Contributed to a platform redesign that increased user retention by 15% and improved **development speed by 40%**.
- **Promoted to Mid-Level Designer** in April 2023 by taking ownership of end-to-end product decisions, from user research to implementation strategy.
- **Mentored 16+ product designers**, streamlining workflows by 30% and enhancing design quality across 10+ projects.
- **Led customer-obsessed research and usability testing**, spending time with real users to identify 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%.

Apricity Nepal, *Jr. Product Designer*

November 2020 – July 2022

- **Improved overall design strategies** based on customer feedback and iterative testing.
 - Worked closely with product managers meet objectives that were **aligned with business requirements**.
 - Built wireframes and prototypes, leading to **faster approvals and decreasing bounce by 15%**.
-

Highlighted Projects

Trade Management System- (*Fintech, SaaS*)

- Transformed complex trading workflows into intuitive platform serving 200K+ users, **improving accessibility and usability**.
- **Conducted intensive field research with 30+ active traders** by running A/B Test and Usability Test, identifying key pain points, which resulted **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- (B2B, SaaS)

- Designed a **user-friendly learning dashboard serving 200k+** traders by **reducing sign-up friction by 35%**.
- **Implemented micro-interactions** that helped in user **engagement by 30%**.
- **Introduced engaging animations** & components, improving the platform's visual appeal and usability.

Key Skills

- **Core Competencies**
 - Design Strategy & Research: Product Strategy, Customer Research, UX Strategy, Rapid Prototyping, A/B Testing, Usability Testing, Information Architecture, Scalable Design Systems.
 - Product Design: End-to-end Design, Cross-platform Design, Wireframing, Prototyping, Interaction Design, Visual Design.
 - Communication & Presentation: Executive Presentations, Design Documentation.
 - Accessibility & Standards: WCAG Compliance, UX Writing.
 - Leadership & Collaboration: Team Leadership, Mentoring (16+ designers), Cross-functional Collaboration, Stakeholder Management.
- **Design Tools & Technologies**
 - Primary: Figma, FigJam, Adobe XD, Miro, Framer.
 - Knowledge of Frontend Development: HTML, CSS, Tailwind, React.js, Svelte.js, (shipping code to production).
 - Project & Team Management: Agile Methodologies, JIRA.

Leadership & Mentorship

- Led Product Design Hackathon for with 20+ participants, resulting in 3 functional prototypes addressing real-world design challenges.
- Mentored 16+ Product Design Interns on rapid iteration and customer focused design thinking, successfully transitioning 90% of them into junior designer roles.
- Guided junior designers on stakeholder presentation and feedback strategy and helped them run user testing & A/B testing workshops that improved product UX decisions.

Education

Masters in Computer Information Systems

Nepal College of Information Technology

Completed: September 2024

Bachelors in Computer Application

St. Edmund's College

Completed: August 2021
