Subeksha Thapa

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Profile

UX/UI and Product Designer with expertise in e-commerce, FinTech, 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.

Skills

Designing

○ Design Thinking, User Story, Visual Design, Wire-framing, Prototyping, Low High Fidelity Wire-frames, Problem Solving

UX Testings

○ Usability Testing, A/B Testing, User Testing

Tools

○ Figma, Miro, Adobe XD, Git, Visual Studio Code, JIRA

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

Experience

Waterflow Technology *UX UI Product Design Lead*	*Kathmandu, Nepal Aug 2022 – Nov 2024*
Apricity Nepal Pvt Ltd *Associate UX UI Product Design*	*Kathmandu, Nepal Nov 2021 – Sept 2022*

Projects

E-Commerce Platform — Freelancing

○ 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

- 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

A 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.

Designed an AI Chart it's Dashboard for a FinTech company

- 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-learning Platform for a broker company including video player , list of study libraries

- 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

Designed a whole website and an app for a fintech industry

- 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 Animations

Designed an E-Ticket for an 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.

Designed a cart page for an e-learning for both web and mobile view

- Shopping Cart Design for Mero School: Designed the shopping cart page for Mero School's website and mobile app, making it easy for users to make purchases.

- User-Friendly Design: Created interfaces that are easy for users to navigate and understand, ensuring a smooth and enjoyable shopping experience.
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- Testing for Improvement: Tested different versions of the design to see what works best, using the results to make the interface even better for users.

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.

Workshops Trainings

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

Education

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