# Aakash Subedi

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UI/UX Designer with 3+ years of expertise in transforming complex ideas into user-centered digital experiences through research-driven design thinking. Skilled at seamless cross-functional collaboration and implementation to deliver impactful designs that solve real user problems.

## Experience

### Product Designer
**Nov 2021 – Mar 2024**

Beehive Technologies — Kathmandu, Nepal

- Designed a comprehensive human resource management system integrating attendance tracking, project management, leave administration, employee profiles, and additional features, resulting in streamlined HR operations, **improved workforce productivity**, and **eliminating dependency** on external HR systems.
- Redesigned ridesharing and reservation application for Easy Taxi, streamlining the experience for drivers and passengers, leading to a **25% boost in platform adoption** and **40% reduced cancellation rates**.
- Built a new in-house Design System for web applications, leading to a **45% increase in the design team's ideation process** and ensuring consistent design coherence across the product team.
- Spearheaded the design of "Jump Nations" - a multi-purpose sports platform connecting enthusiasts through merchandise e-commerce, activity bookings, and training tutorials - from concept to launch, creating an accessible user experience that boosted engagement and retention.

### User Experience Designer
**July 2021 – Oct 2021**

Audio Bee — Santa Clara, CA

- Produced detailed user flows, wireframes, and high-fidelity prototypes for different platforms, increasing user understanding.
- Designed a voice-first search engine application, improving user accessibility and delivering a seamless, hands-free search experience.

### UI Designer
**Jan 2020 – Jan 2021**

Bigfoot Infotech — Kathmandu, Nepal

- Spearheaded the design of "Inks Villa" - a first-of-its-kind tattoo appointment booking and purchase app - from ideation to launch through comprehensive user research, heuristic evaluation, and visual style refinement, resulting in a **35% increase in sales** for partner tattoo studios.
- Produced detailed user flows, wireframes, and high-fidelity prototypes for different platforms, increasing user understanding.
- Created visually appealing digital marketing content and advertisements for multiple brands, effectively engaging target audiences.

### Freelancing

- Designed the "Khabar" website from ideation to completion, adhering to industry-standard visual guidelines to ensure a cohesive and engaging user experience.
- Designed "TBD, The Building Decision" from the ideation stage, focusing on creating an intuitive and engaging user experience that bridges institutions and eager learners.

## Skills

**Design:** Wireframing and Prototyping, Design System, Information Architecture, Storyboarding, User Flows, User Interface, Visual Design (Color, Typography, Layout), Icon Design, User Journey Mapping, WCAG Standards, Problem-Solving

**Research:** Surveys, User Research Interviews, Personas, Competitive Analysis, Usability Testing, Affinity Mapping, Storytelling

**Design Tools:** Figma, Adobe XD, Protopie, Illustrator, Photoshop, Premiere Pro, Adobe Aero, After Effects, Miro, Lucidchart

**Programming:** HTML5, CSS3, Framer

**Project Management Tools:** Jira, Zoho, Monday, Slack, MS Teams, Notion

## Education

### MA Human Experience Design Interaction
**Aug 2024 – May 2026**

California State University Long Beach — California, USA

### BS in Computer Science and Information Technology
**Oct 2017 – Sep 2021**

St. Xavier's College — Kathmandu, Nepal

## Certifications

**UI/UX Design Specialization –** California Institute of the Arts
**Design Thinking for Innovation –** University of Virginia