

Aakash Subedi

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Dedicated UI/UX Designer with 3+ years of experience translating complex ideas into intuitive, user-centered design solutions. Combining curiosity, empathy, and collaborative research-driven insights to communicate organizational goals through impactful digital experiences.

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 drove customer success, boosted user engagement, and enhanced 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.

Core Skills

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

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

Design Tools: Figma, Adobe XD, Illustrator Protopie, Miro, Lucidchart

Analytics: SPSS, Tableau, Power BI, Excel

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

Education

MA Human Experience Design Interaction

California State University Long Beach

Aug 2024 – December 2026

California, USA

BS in Computer Science and Information Technology

St. Xavier's College

Oct 2017 – Sep 2021

Kathmandu, Nepal

Certifications

UI/UX Design Specialization – California Institute of the Arts

Design Thinking for Innovation – University of Virginia