

Sankalpa Acharya

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Summary

Dedicated design professional with a strong foundation in graphic design, boasting three years of hands-on experience in creating visually stunning and impactful content. Currently, thriving as a Freelance User Experience Designer, I specialize in crafting intuitive and engaging digital experiences. My skill set encompasses user research, information architecture, and interaction design, allowing me to deliver bespoke solutions tailored to client needs. With a keen eye for detail and a passion for staying at the forefront of design trends, I bring a dynamic and creative approach to every project, consistently ensuring a seamless fusion of aesthetics and functionality.

Skills

Adobe Creative Suite | Sketch, Figma and other design tools | UI/UX design | Composition | Video editing | HTML/CSS

Work Experience

User Experience Designer at Vanilla Tech, Kathmandu, Nepal (2023 - Current)

- Conducted comprehensive user research to inform design decisions, utilizing surveys, interviews, and usability testing.
- Developed intuitive information architectures, wireframes, and prototypes for optimal user navigation and experience.
- Crafted visually appealing and interactive user interfaces, incorporating user feedback and design best practices.
- Executed usability testing sessions, gathered feedback, and iterated designs to enhance overall usability.
- Worked closely with development teams, providing design specifications and assets for seamless implementation.

Graphic Designer at Here&Now365, London, UK (2022 - 2022)

- Involved in marketing campaigns as a graphic designer for major brands like Rajha Spices, Tilda, Remitly, maintaining brand consistency and enhancing recognition.
- Contributed to brand identity creation, designing logos and visual assets that reflected brand essence and maintained consistency.
- Produced high-quality print and digital collateral, including brochures and social media graphics, aligning designs with brand guidelines.
- Collaborated with cross-functional teams, contributing creative input and ensuring designs met both creative and strategic objectives.
- Developed captivating storyboards for videos, ensuring a visually engaging narrative aligned with marketing goals.

Graphic Designer at Elance Digital Media, Kathmandu, Nepal (2020 - 2021)

- Managed 30+ projects per year Oversaw design integrity of brand guidelines, from layout approval to finalization.
- Creation of different types of multimedia contents from digital to print such as social media posts, print ads, brochures, magazines, books cover, motion graphic, commercial videos, retouching and more.
- Provided design, layout, and video for internal communication purposes.
- Conducted marketing research and user research for Party Bus, Hama Steels, and Premier Insurance.
- Provided solutions to communication and marketing challenges, in-house graphic design, and photography services for the marketing department.
- Responsible for overseeing and managing different commercial shoots for clients and in house campaigns.
- Cleaned, touched up and color corrected photos for use in publications using Photoshop and the entire Adobe Creative Suite.

Graphic Designer at Prisma Advertising, Kathmandu, Nepal (2019 - 2020)

- Managed 8-10 graphics editing projects per day including retouching, color correction and enhancing photos for use in final production.
- Ensured compliance with agency design guidelines.
- Collaborated with senior designers and creative director to oversee the “CocaCola Fuchee Pack launch” campaign which was one of the most viral and successful marketing campaigns in CocaCola Nepal's history.
- Responsible for creating, editing and managing the design collaterals for “Bajaj Kuruchetra Campaign”
- Involved in creation of social media posts and motion graphics for CocaCola Nepal's social media channels.

Education

University of Dundee (2021 - 2022)

- MSc Management and Entrepreneurship - Merit

London Metropolitan University (Islington College) (2018 - 2021)

- BSc (Hons) Computer Networking & IT Security - First Class Honors

Certifications

Coursera

- Google UX Design Specialization
(www.coursera.org/account/accomplishments/specialization/certificate/ED4VZ56XDKSJ)

Website Link

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