ROSHAN OJHA

CREATIVE GRAPHIC & UI/UX DESIGNER | FRONT-END DEVELOPER

CONTACT

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SKILLS

- Graphic Design
- UI/UX Design
- Front-End Development: HTML, CSS, JavaScript,
- Video Editing
- Digital Marketing
- Design Fundamentals
- Tools: Git, VS Code, Google Analytics, Meta Ads Manager
- Ads Optimization
- Soft Skills: Collaboration, Communication

LANGUAGES

- Nepali (Fluent)
- English (Fluent)
- Hindi (Basic)

REFERENCE

Available upon request

PROFILE

Multidisciplinary designer and developer with a strong background in graphic design, UI/UX, front-end development, and ads optimization. Skilled at creating engaging visuals and user-centered designs while driving measurable results through optimized digital ad campaigns. Passionate about blending creativity with data to help brands grow across digital platforms.

WORK EXPERIENCE

Freelance Graphic & UI/UX Designer | Front-End Developer
Self-employed   2023 - PRESENT

- Designed and developed responsive websites for businesses.
- Delivered complete UI/UX design projects.
- Created high-impact marketing assets, social media visuals, and product graphics for various clients.
- Edited and produced short-form videos (reels, TikToks, promos) that boosted audience reach and campaign performance.
- Provided design consultation and creative direction, positioning clients for stronger brand visibility and customer conversion.

Digital Marketing & E-commerce Manager
Elite Wears   2021 - 2023

- Designed social media content, ads, and promotional visuals that boosted online sales.
- Ran and optimized Facebook and Instagram ad campaigns, improving ROI through A/B testing, audience targeting, and performance analysis.
- Enhanced the online shopping experience through UI/UX improvements on the e-commerce site.
- Edited video content for promotions, increasing engagement on social platforms.

EDUCATION & CERTIFICATIONS

Bachelor of Science in Computer Science & Information Technology
Tribhuvan University(TU) | Expected Graduation Year: [2025]

Google UX Design Certificate
Explored UX principles, design thinking, user research, and wireframing

Foundations of Digital Marketing and E-commerce — Google
Focused on digital marketing strategies, online sales optimization, and e-commerce fundamentals