

Rupak Thapa

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Professional Summary

UX/UI designer and User Experience Design master's student with 4+ years of experience in process automation and generative AI workflows. Skilled in analyzing and optimizing work processes, implementing API integrations, and automating marketing workflows using tools like Make.com and OpenAI Agents. Passionate about leveraging AI and automation to enhance business efficiency, reduce manual tasks, and improve user experiences in dynamic marketing environments.

Process Automation & AI Expertise

- Experience with workflow automation platforms: Make.com for marketing process automation and data integration
- Hands-on experience with OpenAI API integration, GPT models, Gemini, Claude, and open-source LLMs
- Practical knowledge of webhooks and API integrations for connecting tools and automating workflows
- AI-Assisted Coding using GitHub Copilot, Cursor AI, v0.dev, Lovable, and AI-based terminal tools
- Experience with AI-powered design tools including Figma Make, Uizard, Google Stitch, Relume AI
- Use of Nano Banana Pro, Seedream 4, Kling and Veo 3, Firefly 3 for content generation
- Utilize productivity tools such as NotebookLM, Notion AI, Gamma
- Developed systematic prompt engineering frameworks for consistent, high-quality output

Automation & Generative AI Projects:

- Built automated social media marketing workflows using Make.com integrating multiple platforms
- Developed full-stack Social Media Content Management App with OpenAI API integration for automated caption generation
- Created web-based Restaurant Digital Display Manager tool using Google Anti-Gravity with API integrations
- Implemented OpenAI Agents in academic projects for intelligent task automation
- Developed Custom Photoshop Automation Extensions using AI to reduce repetitive design tasks
- Redesigned personal portfolio website using AI-assisted vibe coding with v0.app

Professional Experience

Graphic Designer

SAM IT Solutions

04/2021 – 01/2025

North Carolina (Remote), USA

UI/UX & Visual Identity

- Led end-to-end UI/UX redesign of client websites
- Developed comprehensive Design Systems and high-fidelity prototypes in Figma
- Collaborated with cross-functional teams to implement responsive front-end designs
- Produced high-impact digital assets for social media marketing campaigns
- Created brand identities for clients in the IT, hospitality, and industrial automation sectors
- Analyzed campaign performance metrics using Google Analytics, providing data-driven recommendations

Process Automation & Project Management

- Optimized marketing workflows by implementing automation solutions using Google Drive and cloud-based tools
- Automated repetitive design tasks and asset management processes, reducing project overhead costs
- Prepared status reports and client presentations using PowerPoint and Google Slides
- Streamlined team collaboration through AI-assisted workflows and process optimization

UI/UX Designer Intern

Varidx

10/2020 – 03/2021

North Carolina (Remote), USA

- Designed dashboards for Morrisville Smart City Platform, visualizing live IoT data for occupancy monitoring and flood warnings
- Created user flows and wireframes, balancing technical constraints with user needs
- Collaborated with cross-functional team to define KPIs and metrics visualization requirements

Front-end Developer Intern

Guras Technology

09/2019 – 12/2019

Kathmandu, Nepal

- Translated Figma mockups into pixel-perfect, responsive React components
- Optimized web interfaces for performance and cross-browser compatibility

Education

Master of Science in User Experience Design

Technische Hochschule Ingolstadt

04/2025 – Present

Ingolstadt, Germany

- Focus Areas: Human-Computer Interaction, Communication Design, Information Systems Management
- Relevant Coursework: Mobile UX Prototyping, Natural User Interfaces, Design Management, Vibe Coding
- Current Projects: Exploring GenAI applications in UX research, workflow automation, and process optimization

Bachelor of Science in Computer Science and Information Technology

Patan Multiple Campus / Tribhuvan University

12/2015 – 11/2020

Lalitpur, Nepal

- Strong foundations in software engineering, web technologies, and system analysis
- Capstone: Matchmaking platform with recommendation system

Technical Skills

- **Process Automation:** Make.com, webhooks, API integrations, OpenAI Agents
- **Project Management:** ClickUp, Notion, Trello, Miro
- **Business Analytics & Data:** Microsoft Excel, Google Analytics, Quadratic AI
- **MS Office Suite:** PowerPoint, Excel, Word
- **UX/UI Design:** Figma, Miro, FigJam
- **Design Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)
- **User Research:** Usability Testing, Information Architecture, User Journey Mapping, A/B Testing, Personas
- **AI-Assisted Development:** Vibe coding with Cursor AI, GitHub Copilot, v0.dev, prompt engineering for code generation
- **Cloud & Collaboration:** Google Drive automation, cloud-based workflow optimization

Training & Certifications

Gen-AI Advertising - A Multi-AI Creative Direction Course *Rajeev Mehta*

- Learned to generate original, emotion-focused advertising concepts using ChatGPT and modern AI workflows
- Learned to build full narrative ad campaigns using Midjourney, Veo 3, Kling AI, and ElevenLabs to produce cohesive, high-impact brand experiences

UX Design Specialization *Google (Coursera)*

User Experience: Research & Prototyping *UC San Diego (Coursera)*

Digital Skills: User Experience *Accenture (FutureLearn)*

Languages

- **English:** Proficient (C2 Reading, C1 Listening, B2 Speaking/Writing)
- **German:** Basic (actively improving)