SWETA SHRESTHA

Product Designer

📞 **5107794792** @ **swetasrstha55@gmail.com** 🔗 **https://sweta-srstha.github.io/** 📍 **San Francisco, CA**

EXPERIENCE

Product Designer

Valhalla Cybernetics

📅 01/2024 - 12/2024 📍 Santa Fe, New Mexico, USA

- Led the design of hospital admin dashboards, enabling doctors to efficiently access detailed patient information, medical history, and treatment plans, reducing information retrieval time.
- Created wireframes and low-fidelity prototypes for critical features such as appointment scheduling and doctor allocation, improving scheduling efficiency by 25% based on user testing insights.
- Conducted user research and iterative usability testing with over 50 healthcare professionals, achieving a 95% satisfaction rate in post-design feedback surveys.
- Delivered comprehensive design documentation and style guides, ensuring a scalable and consistent user experience across the platform.

Jr. Product Designer

Center for Dalit Women in Nepal (CDWN)

📅 01/2021 - 07/2022 📍 Kathmandu, Nepal

- Led the design and development of user-centered materials for international projects, including *Inclusive Community Forest User Group* and *She Leads – Women Leadership Program*, increasing participant engagement by 30%.
- Designed user-centered materials, including presentations, handouts, and digital content, to support leadership training and ensure accessibility and engagement for diverse participants.
- Ensured brand consistency across promotional materials and website updates, enhancing the impact and reach of the organization's initiatives.
- Conducted user research and gathered feedback from participants to inform iterative design improvements, ensuring training materials aligned with user needs and enhanced learning outcomes.
- Designed visually impactful infographics and reports to communicate project outcomes, increasing donators approval for continued advocacy initiatives by 40%.
- Crafted visually compelling graphics for social media campaigns and outreach, contributing to a 25% increase in engagement for the organization's women's empowerment programs.

UI/UX Designer Intern

Three Monks Pvt. Ltd

📅 09/2020 - 01/2021 📍 Kathmandu

- Collaborated with senior designers to create wireframes and interactive prototypes for *Bidhana*, a Medicare ordering and delivery app, reducing user navigation time by 20%.
- Conducted user research and usability testing with over 50 patients and healthcare providers, leading to design decisions that improved accessibility and increased mobile adoption by 30%.
- Simplified prescription upload and order tracking flows, reducing order abandonment rates and boosting customer satisfaction.

EDUCATION

Master of Science in Computer Science (MSCS)

San Francisco Bay University

📅 01/2023 - 12/2024 📍 Fremont, California

TRAINING / COURSES

UX Design (Bootcamp)

- Designed and implemented user interfaces for Bhachat (e-wallet) and Awashub (real estate app), ensuring seamless cross-device usability.
- Conducted usability testing and iterative design improvements, enhancing user experience and app effectiveness. Gained mentorship from UX professionals, refining skills in user-centric design and cross-platform optimization.

SKILLS

Design Tools

Figma, Adobe XD, Sketch, Adobe Illustrator, Proto.io, InVision, Balsamiq, Miro, Zeplin

Design Methodologies

User-Centered Design (UCD), Design Thinking, Interaction Design, Information Architecture, Accessibility Design (WCAG), Storyboarding, Journey Mapping, Persona Development

Prototyping and Testing

Wireframing, High-Fidelity Prototyping, Usability Testing, A/B Testing, Heuristic Evaluation, Iterative Design

Data-Driven Design & Analytics

Google Analytics, Hotjar, Competitive Analysis, User Feedback Collection

FIND ME ONLINE

🌐 **LinkedIn**

https://www.linkedin.com/in/sweta-shrestha-118148190/