

Abishek Gyawali

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SKILLS & KNOWLEDGE

Wireframing, Sketching, Storyboarding, Design Thinking, Agile Design, Visual Design, Responsive Design, Rapid Prototyping, Adobe Photoshop, Sketch App, Adobe Illustrator, Figma, HTML, Adobe InDesign, Microsoft Office, CSS, Invision, GitHub, Trello, User Research + Testing, Heuristic Evaluation, Usability Testing, Mobile Design, Information Architecture, Photography

WORK EXPERIENCE

Jackson's Hardware Inc.

San Rafael, CA

UI/UX Associate and Marketing Associate

June 2021 – July 2022

- Led workshops on user experience principles, fostering a shared understanding and resulting in a more cohesive final product.
- Conducted user research through several methods including interviews, surveys, and usability testing, enhancing understanding of user behavior by 60%.
- Designed a new user interface for the company app using Figma and Adobe XD, leading to a 50% higher click-through rate.
- Enhanced engagement by 30% and increased conversion rate by 40% through the design of over 200+ print and digital/social media ads using Adobe Creative Suite.

Nepali Things LLC

San Jose, CA

UI/UX Designer and Co-Founder

October 2021 – Present

- Collaborated with a team of talented individuals to develop and execute branding strategies, increasing brand awareness by 50% and capturing a larger market share.
- Orchestrated implementing a comprehensive marketing strategy, resulting in a 10-fold increase in revenue from ticket sales reaching over 150k audiences.
- Enhanced user experience and usability of the web by implementing card sorting, tree testing, and heuristic evaluations to identify changes and new features.
- Collaborated with developers to turn designs into responsive websites, reducing site load time by 40%.
- Utilized Photoshop, Illustrator, and InDesign to create logos, digital graphics, and web, print, and social media layouts, resulting in a 30% improvement in client engagement.

Lincoln University

Oakland, CA

Multimedia Designer and Digital Marketing Supporter

March 2018 – December 2020

- Initiated and led the creation of Lincoln Chronicle as Multimedia Editor and Designer, after identifying the need for a university publication, resulting in a team of 4 people and increased visibility for the school.
- Designed 9 impactful issues of Lincoln Chronicle using Adobe Creative Cloud, resulting in a 45% increase in website traffic and a 65% increase in engagement with the publication.
- Implemented SEM and SEO strategies for Lincoln Chronicle by optimizing pages with keywords, improving formatting, and readability, leading to reduced bounce rates and a significant global visibility increase of 75% through successful marketing efforts.

INDIVIDUAL PROJECTS

A ticketing solution for Movie Lovers

UX Designer | [Link](#)

Website Design for an Event Management Company

Designer and Developer | [Link](#)

Job Search Tool for Formerly Incarcerated People

Researcher and Designer | Ongoing Project

EDUCATION

Lincoln University, California, USA

Oakland, CA

Master's in business administration

Google Professional Certificate in UX Design

Credential ID: QTYA7UJJ5X2N

Coursera

2022 - 2023