

Abishek Gyawali

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Summary

Creative and collaborative Human Interface Designer with 4+ years of experience crafting innovative and accessible user experiences. Proven ability to lead cross-functional teams and influence product direction through user-centered design thinking. I seek to leverage user interface expertise and passion for technology to conceptualize and prototype industry-leading experiences at your reputed organization.

Key Qualifications

- Innovative vision for product experiences, leveraging user interface principles, materials, inputs, generative computing, and physics.
- Proven leadership, creative thinking, and cross-functional collaboration to influence product features.
- Open and collaborative communication skills, adaptable to multidisciplinary design studios.
- High curiosity for technology, combined with a dedication to crafting inclusive and accessible products.
- Demonstrated design thinking, hands-on expertise, and problem-solving skills.
- Proficiency in developing and maintaining design systems following universal design principles and WACG.
- Knowledge of content management systems, WordPress templates, and email marketing tools

WORK EXPERIENCE

Jackson's Hardware Inc.

San Rafael, CA

UI /UX Manager and Marketing Associate

June 2021 – July 2022

- Facilitated a comprehensive discovery session with the leadership team, conducting in-depth customer surveys and interviews, as well as competitive analysis. Identified key pain points and opportunities for website improvement.
- Utilized Adobe XD and Figma to develop both low and high-fidelity mock-ups. Presented 3 responsive UX concepts alongside brand books and pattern libraries to stakeholders in Q1 of 2022, resulting in positive feedback.
- Enhanced engagement by 30% and increased conversion rate by 40% through the design of over 1000+ print and digital/social media ads using Adobe Creative Suite. Also optimized website UIs and UX for improved user experience on mobile devices.

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.

PROJECTS AND CASE STUDY

Case Study: Job Search Tool for Formerly Incarcerated People

St Louis, MO

UX Designer / [Case Study Deck](#)

April 2023 – Present

- Interviewed formerly incarcerated individuals to understand user needs, iteratively prototyped and tested multiple versions informed by empathy maps, usability studies, analysis, and feedback to improve accessible job search portal design.

Case Study: A ticketing solution for movie lovers

San Francisco, CA

UX Designer / [Case Study Deck](#)

November 2022 – April 2023

- Designed a minimalist UI for a movie ticketing app by conducting user research to reduce barriers to entry, wireframing, prototyping, usability testing, ensuring accessibility, and iterating on the design.

ENTREPRENEURIAL EXPERIENCE

Nepali Things LLC ***Co-Founder and CEO***

San Jose, CA
October 2021 – Present

- Collaborated with a team of talented individuals to develop and execute branding strategies, resulting in an increase in 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 within the first 9 months, reaching over 40k audiences.
- Established and maintained fruitful partnerships with over 25 key industry players, driving an additional revenue stream of \$50k through sponsorship deals and strategic collaborations.

EDUCATION AND CERTIFICATIONS

Lincoln University, California, USA

Master's in business administration, Marketing (GPA: 3.9) | Deans Listed

Oakland, CA
Graduation Date: December 2020

Google Professional Certificate in UX Design

Credential ID: QTYA7UJJ5X2N

Coursera
Issued August 2023

Python for Everybody Specialization

Credential ID: EZG2XYXLWDPG

Coursera
Issued June 2020

Digital Marketing Nanodegree

Credential ID: 57J2DDGA

Udacity
Issued May 2020

SKILLS & INTEREST

Skills: Usability Testing, Wireframing, User Research, Prototyping, Interaction Design, Visual Design, Social Media Marketing, Python, HTML, CSS, Design Systems, Design Thinking, CMS

Tools: Figma, Sketch, Adobe XD, Photoshop, In Design, Miro, Mural, Keynote, Microsoft Office

Interest: Staying Updated on current design and social media trends, Photography and Video Production