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

Nepali Things LLC   **San Jose, CA**
UI / UX Designer and Co-Founder   *October 2021 – Present*
- Developed and executed innovative branding strategies in collaboration with a talented team, resulting in a 50% increase in brand awareness and capturing a larger market share.
- Led workshops on User Design Principles, focusing on user interaction flow, wireframes, user stories, user journeys, prototypes, and user content interaction to develop the final solution for the end user.
- Implemented card sorting, tree testing, and heuristic evaluations to enhance the web's user experience and usability. These changes increased the checkout process by 85% and significantly improved customer satisfaction.
- Collaborated with cross-functional teams to develop a user-friendly interface that resulted in a 45% increase in website traffic and a 95% improvement in organic search ranking.
- 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.

The Edge Fitness Clubs LLC   **St Louis, Missouri**
Junior UI/UX Designer   *Aug 2022 – October 2023*
- Collaborated with a team of senior designers and developers to revamp and optimize the gym's website, implementing responsive design principles and ensuring brand alignment. This resulted in a seamless online experience for users, leading to a significant increase in client retention rate by 45%.
- Played a pivotal role in enhancing user experience on the gym's fitness app by crafting engaging and user-friendly interfaces. This strategic approach led to a remarkable 75% increase in app downloads, promoting greater interaction among users.
- Developed and executed creative strategies to design visually captivating promotion materials, presentations, email designs, and other visual content, bolstering the fitness company's branding and communication efforts.

Jackson's Hardware Inc.   **San Rafel, CA**
Junior UI /UX Designer and Marketing Associate   *June 2021 – July 2022*
- Led workshops on user experience principles, user stories, and user flow, user journey map, fostering a shared understanding and resulting in a more cohesive final product.
- Conducted comprehensive user research using various methods including user interviews, surveys, and usability testing, leading to a 60% increase in understanding of user behavior and preferences.
- Revamped the company website's user interface using Figma and Adobe XD, resulting in a 50% higher click-through rate and improved overall website performance.
- 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.

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 Lincon 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.

EDUCATION

Lincoln University, California, USA   **Oakland, CA**
Master's in Business Administration

Google Professional Certificate in UX Design   **Coursera**
Credential ID: QTYA7UJJ5X2N   *2022 - 2023*