Abishek Gyawali

San Francisco, CA | abishekgyawali04@gmail.com | 510-677-1349 | Linkedin Profile | Portfolio

SUMMARY

Creative and user-focused UI/UX designer with 4+ years of experience crafting innovative and accessible experiences. Proficient at leading cross-functional teams to deliver intuitive products grounded in user research and testing. Passionate about utilizing interaction design, UI, and visual design expertise to create polished, documented designs for industry-leading companies.

KEY QUALIFICATIONS

- Spearheaded 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.
- Proficiency with design tools including Figma, Axure, and Adobe Creative Suite to create wireframes, prototypes, and high-fidelity UI/UX.
- Led 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.
- Experience conducting user research, usability testing, and gathering feedback to iterate on designs.
- 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.
- Open and collaborative communication skills, adaptable to multidisciplinary design studios.

SKILLS

Skills: Wireframing, 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, User Testing, Heuristic Evaluation, Usability Testing, Mobile Design, Information Architecture

Tools: Figma, Axure, Sketch, Adobe XD, GitHub, Trello, Invision, HTML, CSS Photoshop, WordPress, Divi Themes, In Design, Miro, Mural, Keynote, Microsoft Office

WORK EXPERIENCE

Nepali Things LLC   **San Jose, CA**
UI / UX Designer and Co-Founder   **Oct 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.

The Edge Fitness Clubs LLC   **St Louis, Missouri**
Junior UI/UX Designer   **Aug 2022 - Oct 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   **Jun 2021 - Jul 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.

EDUCATION

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

Coursera   **Online**
UX Design Certificate