Abishek Gyawali

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# SKILLS & INTERESTS

**Skills:** Usability Testing, Wireframing, User Research, Prototyping, Interaction Design, Visual Design, Kanban, HTML, CSS, Design System

**Tools:** Figma, Sketch, Adobe XD, Photoshop, In Design, Miro, Mural, Keynote, PowerPoint, Scrum, Jira

# WORK EXPERIENCE

## Jackson’s Hardware Inc. San Rafel, 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 30 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 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.

# ENTRERENEURIAL EXPERIENCE

## 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.
* Established and maintained fruitful partnerships with over 35 key industry players, driving revenue sponsorship deals and strategic collaborations.
* Maintained adherence to brand guidelines, ensuring consistency and alignment with the overall brand identity.
* Executed graphics formatting and processing tasks, ensuring the quality and visual appeal of various graphics files.

# EDUCATION

## Lincoln University, California, USA Oakland, CA

*Master’s in Business Administration*

## Google Professional Certificate in UX Design Coursera

*Credential ID:* QTYA7UJJ5X2N *2022 - 2023*