

Aakash Subedi

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SUMMARY

Experienced Product Designer with four years of expertise. Proficient in utilizing the **Double Diamond Design Thinking Model**, guiding projects from ideation to implementation. Skillful at collaborating with project managers and clients to transform ideas into tangible designs; and seamlessly handing off designs to the development team.

EXPERIENCE

Beehive Technologies

Nov 2021 – Mar 2024

Product Designer

Kathmandu, Nepal

- Spearheaded the design of “Jump Nations: An app to connect the sports enthusiast” from concept to launch, ensuring an accessible user experience.
- Designed ridesharing and reservation application for Easy Taxi.
- Designing a comprehensive computerized system to streamline and digitize the operations of hospitals and medical facilities, eliminating the need for paper-based processes.

Audio Bee

July 2021 – Oct 2021

User Experience Designer, Internship

Santa Clara, CA

- Created user persona, sketches, and wireframes for voice search engine.
- Designed a voice recorder app that transcribes the speech to text.

Bigfoot Infotech

Dec 2018 – Jan 2021

UI Designer

Kathmandu, Nepal

- Designed an eCommerce app for Kartmandus for selling products online
- Spearheaded the design of “Inks Villa: A tattoo appointment booking and purchase app” from concept to launch, ensuring an accessible user experience. Later, pitched and won the **Startup World Cup Nepal Regionals, 2022**
- Spearheaded the design of Food Nepal, a food commerce app, from concept to launch, ensuring an accessible user experience.
- Developed, created, and modified user stories based on business requirements.
- Designed digital marketing content and advertisements for multiple companies.
- Designed various social media content and brochures for the company.

Personal

- Designed the “Khabar: An online news portal site” from ideation to finish following proper visual guidelines.
- Designed the “TBD, The Building Decision: An educational platform bridging institutions and eager learners” from the ideation stage, ensuring an intuitive and engaging user experience.

SKILLS

Design: Wireframing and Prototyping, Design System, Information Architecture, Sketching, Storytelling, Storyboarding, User Flows, User Interface, Visual Design (Color Theory, Typography, Layout), Icon Design

Research: Surveys, Personas, Competitive Analysis, User Flows, Wireframing, Prototyping, Storyboarding, User, WCAG Standards, Usability Testing, User Journey Mapping, User Research Interviews

Design Tools: Figma, Adobe XD, Illustrator, Photoshop, Miro, Premiere Pro

Project Management Tools: Jira, Notion, Zoho, Monday, Slack, MS Teams

EDUCATION

California State University Long Beach
MA in Human Experience Design Interaction

Aug 2024 - Ongoing
Long Beach, CA

St. Xavier's College
BS in Computer Science

Oct 2017 - Sep 2021
Kathmandu, Nepal

CERTIFICATIONS

- **UI/UX Design Specialization – California Institute of the Arts**
- **Design Thinking for Innovation – University of Virginia**

BOOKS

- **Design of Everyday Things**
- **101 Design Methods**
- **The Experience Economy**
- **Sketching User Experiences**
- **Don't Make Me Think**
- **Hooked: How to Build Habit-Forming Products**

