Aakash Subedi

https://www.aakashsubedi.com/ | aakashsubedy@gmail.com | +1 (415) 3077329 | Long Beach, CA

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.
- Designed Cassette Web App

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**
- 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.
- Designed Food Nepal, a food commerce app.

Freelance works
- Spearheaded the design of "TBD, The Building Decision: An educational platform bridging institutions and eager learners" from concept to launch, 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

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

EDUCATION

California State University Long Beach   **Aug 2024 - Ongoing**
MA in Human Experience Design Interaction   Long Beach, CA

St. Xavier's College   **Oct 2017 - Sep 2021**
BS in Computer Science   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**