Barsha Maharjan

Brooklyn, New York   barsha.mhr@gmail.com

🔗 baarshaa.com   in maharjanbarsha

EXPERIENCE

CANDID.ORG   *2020 - Present*   *UX/UI Designer and Front-End Developer*

– Introduced intuitive and interactive interface solutions to boost user conversion ratio for **Foundation Directory Online** with 9000+ active enterprise customers.

– Led the design of **Candid Data System**, the organization's main database center. Identified problem areas from user interviews, which were then modified for optimal performance by refining the user interface and user flow.

– As a design and development lead, successfully launched the revamped **Philanthropy News Digest** (450,000 page views per month).

– Implemented design system in Figma and CUBE design system in web templates which significantly reduced the styling code by 65%. TThe administrators were able to develop a webpage in 15 minutes that had previously taken an hour.

– Delegating design duties to project team members, doing code reviews, participating in sprint meetings, designing wireframes, prototypes, and development are all part of the daily routine.

COREWEAVE   *2019*   *UX/UI Designer and Developer*

– Designed and developed website, **Concierge Render**, a 3D rendering platform. Created graphics for social media presence and introduced visual design to demonstrate how the company empowers the creators.

VERIZON 5G, NYC MEDIA LAB, YAHOO SPORTS   *2018*   *UX Researcher*

– Received $5000 grant for design research on customer discovery and market validation of 5G technology in sports. Conducted 80+ in-person interviews through an 8-week Lean Launchpad training. Created interactive prototypes and made iterative changes driven by user behavior. Built a start-up and pitched the demo to investors and VP.

PARSONS SCHOOL OF DESIGN   *2018 - 2019*   *Teaching Assistant*

– Taught a bootcamp course to incoming graduate students in the Design and Technology program. The course covered front-end development, digital product design, and design thinking and principles. As a TA, collaborated with Tongji University in China for an interactive digital media course, Motion Capture at a Distance.

FUSEMACHINES   *2014 - 2017*   *UX/UI Designer and Developer*

– Led the development of websites from concept to launch, created design templates for wireframes, rapid prototyping for faster decision making while maintaining the branding guideline. Communicated with clients from tech and education to establish project scope, interaction guidelines, and project timelines.

MENTORSHIPS

All Woman Virtual Hacktathon   *Mentor, March 2022*

Technology for Equity and Justice Fellowship   *Advisory group, January 2022 - Current*

EDUCATION

PARSONS SCHOOL OF DESIGN   *2019*   *MFA in Design and Technology*

Features coursework: Design for this Century, Narrative and Dynamic Systems, Virtual Reality, Machine Learning, Creativity and Computation

– Dean's Merit Scholarship   – University Scholarship

SKILLS AND PROGRAMS

UX/UI design	Design system	HTML / CSS / Javascript	React	After Effects
Interaction design	Prototyping	Sass	Adobe XD	Invision
Userflow diagram	Usability testing	Gulp / GSAP / TweenMax	Photoshop	Figma
Information architecture	Visual design	WebGL / Three.js	Illustrator	Blender