





Barsha Maharjan

Frontend Web Designer and Developer

Barsha has a love for interactive UI design and development and web animation. She specializes in crafting intuitive controls for website and software by combining elements of programming, psychology, and creative design. She has worked and led projects from concept, design, development, testing to their launching. A rapid prototyper, she is eager to learn new technologies and quick to implement the learning in projects.

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Experience

UX Researcher & Design Fellow *Verizon, NYC Media Lab, NY* (June 2018 - August 2018)

- Built a new start-up in the sports arena in partnership with NYC Media Lab, Verizon, and Yahoo Sports
- Trained with NYC Media Lab through an 8-week Lean Launchpad program to encourage and support customer discovery and market validation
- Presented final demo to the Vice President of verizon and gained positive remarks

Frontend Web Developer *Fusemachines, Artificial Intelligence , NY* (March 2014 - June 2017)

- Led the development of websites, built advanced UI frameworks for web applications, and established design patterns for rapid prototyping and faster decision making
- Created websites collaborating with front and back-end developers using standard HTML/CSS practices and optimized CSS and JS codes with Sass and Gulp
- Developed user interface and handled cross-platform responsiveness issues for easy user accessibility
- Worked directly with customers from law, technology and education industries to establish project scope, interaction guidelines, and project timelines
- Analyzed user behaviour with google analytics and increased the user traction to the website by 50% which resulted in securing clients and investors

UX Research/Game Development *Saving the Dying Newari Language* (August 2018 - May 2019)

- Conducted extensive research in Nepal about one of the dying/endangered language, Newari, from an ethnic group called Newars
- Developed a digital game to actively engage Newari youths in the gamified learning environment and conducted user tests in Nepal resulting in huge anticipation from a group of 5-12 year old children

Frontend Web Design and Development (*Freelance*)

My Brain and Me, *Neuroscience Tech, NY* (March 2019 - October 2019)

- Redesigned branding, created logo, graphics and animations resulting in huge interest from potential investors
- Created wireframes, interactable prototypes, developed the user interface and handled cross-platform devices compatibility issues for easy user accessibility

Rapid Detection Systems, *E-Commerce, NY* (August 2019 - October 2019)

- Built responsive e-commerce website for security metal detectors within 2 weeks with custom Shopify Liquid
- Designed branding guideline, logo and maintained the website post-delivery

Rapid Motion Services, *E-Commerce, NY* (June 2018 - September 2018)

- Designed and developed client's e-commerce site from concept to final product within a month
- Provided competitive market analysis and implemented/proposed suggestions to the design and functionality
- Designed branding guideline, logo, graphics, domain hosting and web maintenance
- Successful web presence with an increase in customer inquiry and sales of the product

Himalayan Wild Fibers, *Product Industry, NY* (October 2016 - November 2016)

- Successfully created and developed new look and style for notable web presence
- Instrumental in branding, creative direction, art direction and design
- Developed web navigation improving usability and resulted in increased traffic

Education

Master of Fine Arts, Design and Technology

Parsons School of Design, US
GPA 3.73 2017 - 2019

Bachelor of Computer Science, Information Management

Saint Xavier's College, Nepal
GPA 3.46 2010 - 2014

Skills

Web Design

wireframe, prototype, figma, invision studio, sketch, balsamiq

Web Development

html, css, sass, javascript, react, gsap, tweenmax, gulp, npm, webpack, bootstrap, github, shopify, squarespace, wordpress

Game Dev and Virtual Reality

virtual reality, unity, htc vive, leap motion, google cardboard

Motion Capture

motive, perception neuron

Animation and Video

after effects, premiere pro, blender, cinema 4d

Graphics Design

photoshop, illustrator

Awards

Official selection of animated film

We Are Here Film Festival. 2019

Dean's Merit Scholarship

Parsons School of Design. 2017