

# BARSHA MAHARJAN

An Impeccable Love for Visual and Interactive UI Design

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## EDUCATION

PARSONS SCHOOL OF DESIGN | MFA in Design and Technology | GPA 3.73 | 2017 - 2019 New York  
SAINT XAVIER'S COLLEGE | Bachelors in Information Management | GPA 3.46 | 2010 - 2014 Nepal

## SKILLS

User Flows	Interaction Design	High Fidelity Mockup
Competitive Analysis	Visual Design	Responsive UI Development
Usability Testing	Wireframing	Agile methods and Sprints
Statistical Analysis	Rapid Prototyping	Motion Graphics

## TOOLS

Balsamiq, InVision, Figma	HTML, CSS, JS, Sass, Gulp
Sketch, Illustrator, Photoshop	GSAP, TweenMax, WebPack
After Effects, Premiere Pro	Github, Bootstrap, Shopify
Blender, Cinema4D, Unity	Wordpress, Mailchimp

## EXPERIENCE

### UI/UX DESIGN Atlantic Crypto Corporation, NY 2019

Develop/revamp websites using existing prototypes staying within company's brand guidelines. Design graphics and animation for advertisements in a variety of social media sites. Create responsive sites for multiple screen sizes. Handle multiple projects simultaneously.

### INTERACTION DESIGN & RESEARCH FELLOW Verizon 5G, NYC Media Lab, Yahoo Sports, NY 2018

Received \$5000 grant for design research on customer discovery and market validation of 5G technology in sports. Conducted 80+ in-person interviews through a rigorous 8-week Lean Launchpad training. Built interactive prototypes and made iterative changes driven by user behaviour. Built a start-up and pitched the demo incorporating user research and usability test findings.

### TEACHING FELLOW & ASSISTANT Parsons School of Design, NY 2018 - 2019

Taught incoming graduate students Parsons's bootcamp course for the Design and Technology program. The program covered front-end development, digital product design, and design thinking and principles.

### UI/UX DESIGN & DEVELOPMENT Self-Employed 2017 - Present

Designed logos, branding, wireframes, clickable prototypes and developed responsive websites using HTML, CSS, JS, and CMS systems like Shopify, Wordpress & Squarespace for multiple clients from concept to launch. Broke down complex problems into simple user flow with UX research. Researched competitive market analysis, proposed design suggestions/mockups to improve user flow with revamped, simplified and engaging user interfaces relating to their business goal. Maintained products post-launch. E-commerce, portfolio and company sites.

### UI/UX DESIGN & DEVELOPMENT Fusemachines, NY 2014 - 2017

Led the development of websites from concept to launch, created design templates for wireframing, rapid interactable and iterative prototyping for faster decision making while maintaining the branding guideline. Developed advanced UI frameworks for web responsiveness following agile methodology with sprints in Jira.

Collaborated with front and backend developers to maintain code merging issues on Github. Created motion graphics. Communicated directly with clients from law, tech and education to establish project scope, interaction guidelines, and project timelines. Analyzed user behaviour and increased the user traction to websites by 50% with user driven data which resulted in securing clients and investors.

## AWARDS

DEAN'S MERIT SCHOLARSHIP | Parsons School of Design 2017 - 2019  
OFFICIAL SELECTION OF SHORT FILM | We are Here Film Festival, NY 2019

## HOBBIES

Guitarist, used to be in a band and released an album  
Create short tutorial videos on YouTube