





Barsha Maharjan

Frontend Web Designer & Developer

Barsha specializes in interactive UI Design and Development, crafting intuitive controls for website and software by combining elements of programming, psychology, and creative design. Delivered over 20+ successful web projects. She is eager to learn new technologies and quick to implement the learning in projects.

 www.baarshaa.com
 barsha.mhr@gmail.com
 347-656-1805
 maharjanbarsha

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

Frontend Web Developer *Fusemachines, Tech Industry, 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
- Designed web pages and applications that meet business and user goals through a positive user experience
- Created websites collaborating with front and back-end developers using standard HTML/CSS practices
- 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 by 40% - 50%

Freelance 2016 - 2019

Frontend Web Designer and Developer *My Brain and Me, Medical Industry, NY*

- Redesigned brand, created logo, graphics and animated videos for marketing
- Created wireframes and interactable prototypes for easy user accessibility
- Developed the User Interface and handled cross-platform devices compatibility issues

Frontend Web Developer *Rapid Detection Systems, E-Commerce, NY*

- Developed a responsive e-commerce website for security metal detectors using custom shopify liquid
- Designed branding guideline, logo and graphics
- Managed maintenance of the website post-delivery

Frontend Web Developer *Rapid Motion Services, E-Commerce, NY*

- Designed and developed client's website from concept to final product
- Provided competitive market analysis on the e-commerce site and proposed suggestions to the design and available functionality
- Designed branding guideline, logo and graphics, hosting and web maintenance

Web Designer and Developer *Himalayan Wild Fibers, Product Industry, NY*

- 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

2017 - 2019

**Bachelor of Computer Science,
Information Management**

Saint Xavier's College, Nepal

2010 - 2014

Skills

Web Design

wireframe, prototype, figma, invision app, sketch

Web Development

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

Graphics Design

photoshop, illustrator

Animation and Video

after effects, premiere pro, blender, cinema 4d

Motion Capture

motive, perception neuron

Game Dev and Virtual Reality

unity, htc vive, leap motion google cardboard

Awards

We Are Here Film Festival

Official selection of short animated film, Chagu Bakha. 2019

Dean's Merit Scholarship

Parsons School of Design. 2017