

BARSHA MAHARJAN

An Impeccable Love for Visual and Interactive UI Design

www.baarshaa.com
(347) 656 1805
barsha.mhr@gmail.com

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	Rapid Prototyping
Competitive Analysis	Visual Design	High Fidelity Mockup
Usability Testing	Illustration	Rapid UI Development
Statistical Analysis	Wireframing	Motion Graphics

TOOLS

Invision, Figma, Sketch, Flinto	HTML, CSS, JS, Sass
Framer, Illustrator, Photoshop	Gulp, React, GSAP
After Effects, Premiere Pro	TweenMax, WebPack
Blender, Cinema4D, Unity	Github, Bootstrap

EXPERIENCE

UX & INTERACTION DESIGN Saving the Dying Language 2018 - 2019

Conducted extensive research in Nepal about saving an endangered language, Newari, from an ethnic group called Newars. Developed a short animated movie and a digital game, tested with Newari youths in the gamified learning environment resulting in a group of 5-12 year old children learning to read and write words in Newari.

UI/UX DESIGN & DEVELOPMENT Freelance 2017 - Present

Designed logos, branding strategy, wireframes, prototypes and developed websites using HTML, CSS and JS for multiple clients from concept to launch. Broke down complex problems into simple user flow. 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.

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

Conducted 80+ in-person interviews for customer discovery and market validation of 5G technology in sports through a rigorous 8-week Lean Launchpad training. Built a start-up and pitched the demo incorporating user research and usability test findings.

TEACHING FELLOW & ASSISTANT Parsons School of Design, NY 2018

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 Fusemachines, NY 2014 - 2017

Led the development of websites from concept to launch, created design templates for wireframing, rapid interactable prototyping for faster decision making while maintaining the branding guideline and developed advanced UI frameworks for web responsiveness. Collaborated with front and backend developers to maintain code merging issues on Git. 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% 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