Barsha Maharjan

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EDUCATION

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

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

EXPERIENCE

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

- Introduced intuitive and interactive solution in the interface to increase the conversion ratio of users for a major customer facing subscription site.
- Led the design of **Candid Data System**, core database hub of the org. Identified problem areas from user interviews, improved the user flow and simplified the user interface for optimal performance.
- Successfully launched rebranded **Philanthropy News Digest** (~450,000 page views per month) as a design and development lead.
- Implemented CUBE design system in web templates which significantly reduced the styling code by 65%. The admins were able to create a site in 15 minutes which took an hour before.
- Created design system library for org-wide projects and team sharing to ensure quality and consistency. Daily task includes delegating design tasks to project team members, conducting code reviews, participating in sprint meetings, creating wireframes, prototypes, and development.

ATLANTIC CRYPTO CORPORATION   *2019*   *UX/UI Design and Development*

- Designed and developed website for 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   *2019*   *UX Research*

- 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 Design and Development*

- 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.

SKILLS AND PROGRAMS

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