


# Barsha Maharjan

Senior Product Designer

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## EDUCATION

### Parsons School of Design

MFA in Design and Technology

New York, USA, 2019

Deans Merit and University  
Scholarship

### Saint Xavier's College

BS in Information Management

Kathmandu, Nepal, 2014

## EXPERTISE

### Strategic

Product vision & roadmap, Impact  
metrics, Cross-team collaboration,  
Team leadership and design  
mentorship

### Design

Complex interface design, Design  
system, User journey map,  
Prototype/wireframe, Responsive  
design, Version control,  
Documentation

### Tech and tools

HTML/CSS, Figma, Lucid chart,  
Jira, Kendis, Hotjar

### Research

Data driven decision, User testing  
(moderated/unmoderated), Usability  
test

## ARTICLES

### UX Reflex Theory: Lessons from Apple's Searchbar Experiment

UX Collective

## EXPERIENCE

### Senior Product Designer CANDID.ORG 2020 - Present

- Piloted an AI project that transforms hard-to-read IRS's Form 990 texts into readable texts with 90% adoption enhancing how nonprofits share their story and impact.
- Led redesign of GuideStar and Foundation Directory features on the new Candid Platform, enhancing nationwide nonprofit and grantmaker discovery.
- As a design lead, drove Philanthropy News Digest redesign, serving 450K monthly views.
- Designed Candid Data System, an enterprise database platform, improving performance metrics and efficiency through user research-based interface updates.
- Aligned engineering scope and product strategy to deliver quarterly goals while maintaining long-term technical vision.
- Executed moderated and unmoderated user testing with close collaboration with UX researchers to validate product decisions, ensure user adoption and satisfaction.
- Created and maintained design system pattern library, enabling rapid prototyping and consistent design implementation.

### UX Designer and Developer COREWEAVE 2019

- Designed and developed the revamp of Concierge Render, a 3D rendering platform.
- Created graphics for social media presence and introduced visual design to demonstrate how the company empowers the creators.

### UX Research Fellow VERIZON 5G, NYC MEDIA LAB, YAHOO SPORTS 2018

- 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.
- Built a start-up and successfully pitched the demo to investors.

### Teaching and Research Assistant PARSONS SCHOOL OF DESIGN 2018 - 2019

- Taught a bootcamp course to incoming graduate students in the Design and Technology program covering 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.

### UX Designer and Developer FUSEMACHINES 2014 - 2017

- Led end-to-end website development projects by creating design templates and rapid prototypes while maintaining brand consistency and guidelines.
- Managed client relationships across tech and education sectors, establishing project scopes, interaction guidelines, and timelines to ensure successful delivery.

## MENTORSHIPS

### Technology for Equity and Justice Fellowship Advisory group 2022 - Present

### MIT Reality Hack Mentor 2024

### All Women Virtual Hackathon Mentor 2022