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

FIGMA PLUGINS

Accessibility Simulator   Features: Vision simulator, Motor control analysis and Cognitive load analysis

AI Text and Lorem Ipsum Generator   Features: Custom character count, Revert to original text

WCAG Color Contrast Checker   Features: Color contrast analysis, Accessible color suggestion