

# Barsha Maharjan

UX/UI Designer and Front-End Developer

I build experiences by breaking down complex problems  
into the most intuitive, empathy-driven, and simplified  
solutions for end-to-end products.

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[barsha.mhr@gmail.com](mailto:barsha.mhr@gmail.com)

+347 656 1805

# Design



I craft intuitive design by combining elements of programming, psychology and creativity.

## Skills

UX, UI, Design System, Motion Graphics,  
Illustration

## Tools

Figma, Adobe XD, Invision Studio, Premiere Pro,  
After Effects, Illustrator, Photoshop, Blender,  
Unity

# Development



I style interactive user interfaces with optimized  
and reusable design library.

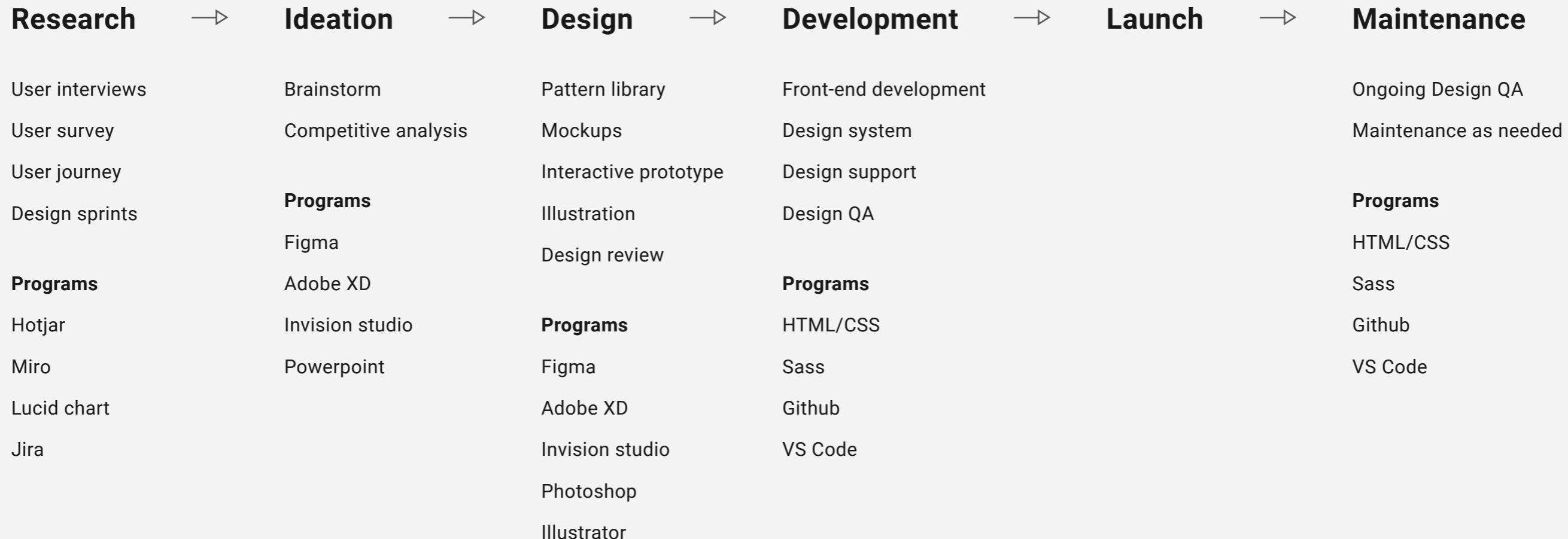
## Skills

HTML, CSS, JS, Sass, React, Gulp, GSAP, TweenMax,  
Liquid

## Tools

VS Code, Github, Shopify, Squarespace,  
Bootstrap

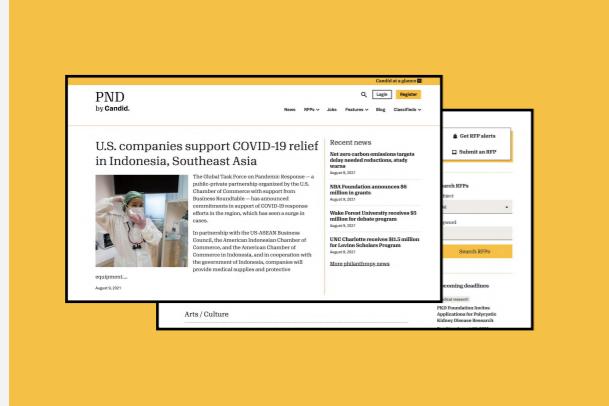
# Process



## Collaboration with:

UX researcher Stakeholders VPs Project manager Design director Designers Developers Consultants

# Portfolio projects



Philanthropy News Digest

**Role**

Design lead

**Task**

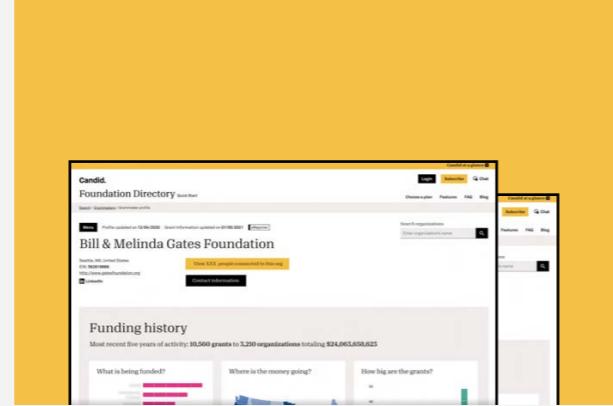
UX/UI design and development

**Team**

Stakeholders

Developer

Design manager



Foundation Directory

**Role**

Design lead

**Task**

UX/UI design and development

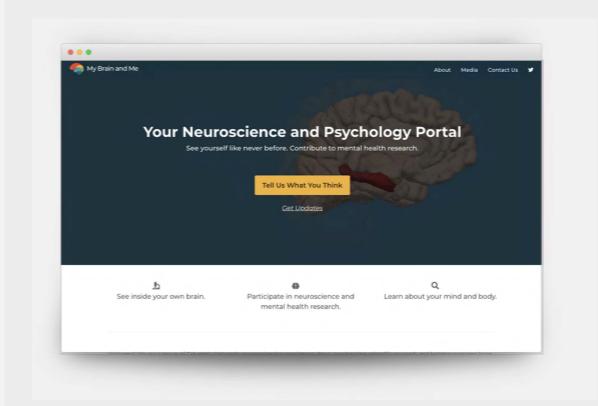
**Team**

Stakeholders

Developers

Design manager

Project manager



My brain and me

**Role**

Design lead

**Task**

UX/UI design and development

**Team**

Stakeholder

Designers

Developers

Design manager



Concierge render

**Role**

Design lead

**Task**

UI development

**Team**

Designer

Developer

# Philanthropy News Digest

[www.philanthropynewsdigest.org](http://www.philanthropynewsdigest.org)

Candid at a glance ▾

PND  
by Candid.

News RFPs ▾ Jobs Features ▾ Blog Classifieds ▾

Recent news

**Net zero carbon emissions targets delay needed reductions, study warns**  
August 9, 2021

**NBA Foundation announces \$6 million in grants**  
August 9, 2021

**Wake Forest University receives \$5 million for debate program**  
August 9, 2021

**UNC Charlotte receives \$11.5 million for Levine Scholars Program**  
August 8, 2021

[More philanthropy news](#)

Get RFP alerts

Submit an RFP

Search RFPs

Object

All

Keyword

Search RFPs

Upcoming deadlines

Medical research

PKD Foundation Invites Applications for Polycystic Kidney Disease Research

Deadline: August 17, 2021



equipment....

August 9, 2021

Arts / Culture

# Context

Candid's Philanthropy News Digest is a website where users can learn about philanthropy news, nonprofit employment openings, and RFPs. The site receives approximately **450,000 page views** per month. Candid had recently been founded by the merger of two large firms, Foundation Directory Online and Guidestar, thus all of the products that were now part of Candid needed to be rebranded.

## My role

After I joined Candid, I was immediately assigned this project. I was in charge of overseeing the design and development of Philanthropy News Digest's rebranding, which included user research and interface design with a new visual standard.

# Challenge

The rebranded site's goal was to make the site more informational and visually consistent, and improvements in user experience for certain parts were required.

## Restrictions

Limited flexibility to modify HTML elements. The entire site needed to be rebranded mainly with CSS, therefore design decisions had to focus around the existing site's layout.

HOME > JOBS

## Jobs

PND's job board provides listings of current full-time job openings at tax-exempt organizations. Tax-exempt organizations may submit up to ten postings a month, free of charge. Additional postings, and postings from for-profit executives, are available for a fee. Postings are reviewed and approved by PND staff before being posted. To post your job here, Please log in or register.

[Get Job Alerts](#)

 PHILANTHROPY NEWS DIGEST  
PND - a service of Foundation Center

Twitter YouTube RSS Get Job Alerts Login Register

NEWS RFPS JOBS FEATURES BLOG CLASSIFIEDS Q

<Advertisement>

**Currently Available Jobs**

All Organization Types All Locations Showing 25 jobs

Title

Executive Director

College Enrollment Time

**Featured Job**

Engagement Specialist

Foundation Center Georgia

**Gates Foundation Awards \$92 Million for School Improvement**

AUGUST 29, 2018

Nineteen grants were awarded through the foundation's Networks for School Improvement initiative to help middle schools and high schools improve student outcomes....

**Recent News**

Cal Wellness Awards \$7.6 Million to Advance Health Statewide

Lewis University Receives \$5 Million for New Science School

Walmart, Walton Foundation Commit \$2.5 Million to Advance DEI Efforts

J.J. Watt's Harvey Crowdfunding Effort Raised \$41.6 Million

[More news](#)

**Job of the Day**

CALIFORNIA

Executive Director

Asian American Journalists Association

[Search jobs](#)

**COMMENTARY AND OPINION**

It's Time to Invest in Youth Power

TIMOTHY SILARD

AUGUST 21, 2018



**CONNECTIONS**

The Price of Justice: The High Cost of 'Free' Counsel for Youth in the Juvenile Justice System

AUGUST 27, 2018



**Overdue:** CONNECTIONS

Addressing Debt in Black Communities

AUGUST 24, 2018

**COMMENTARY AND OPINION**

Baltimore Children and Youth

# Previous website

The previous version of the site was operational. It did, however, contain pieces that were no longer in use or required. It also included visual elements that were not included in the new branding guidelines.

# **Design process**

## **Research and interviews**

A series of interviews and meetings were held with stakeholders and managers to better understand the site's workflow and strategies. One of the key goals was to make it easier for people to browse the list of articles and blog posts.

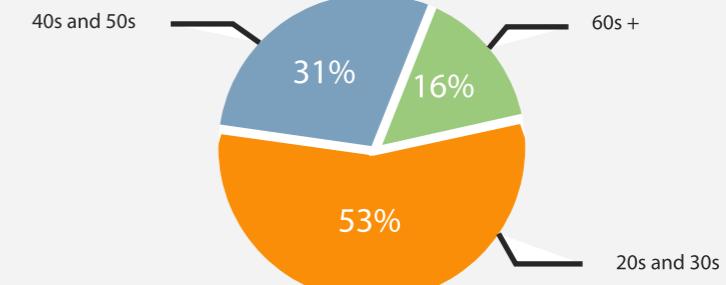
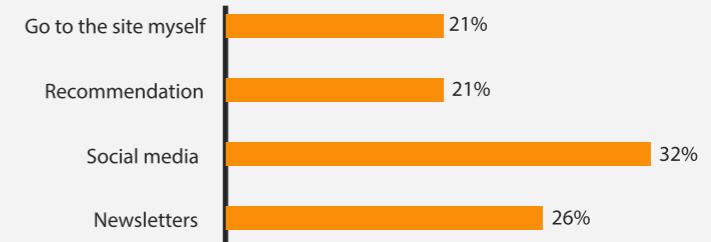
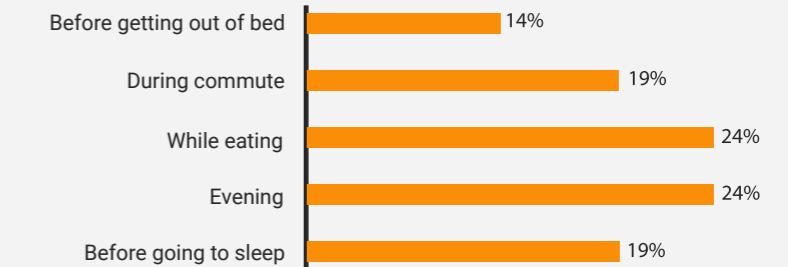
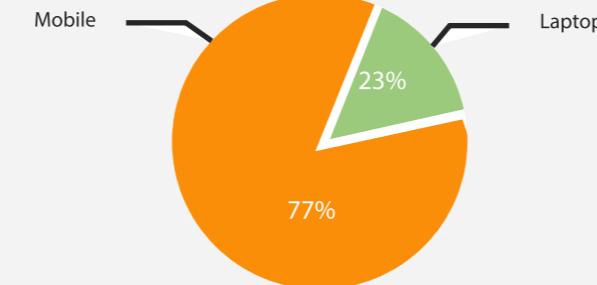
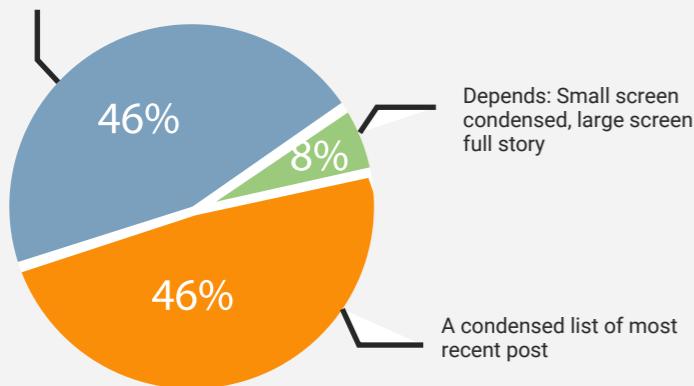
## **Survey**

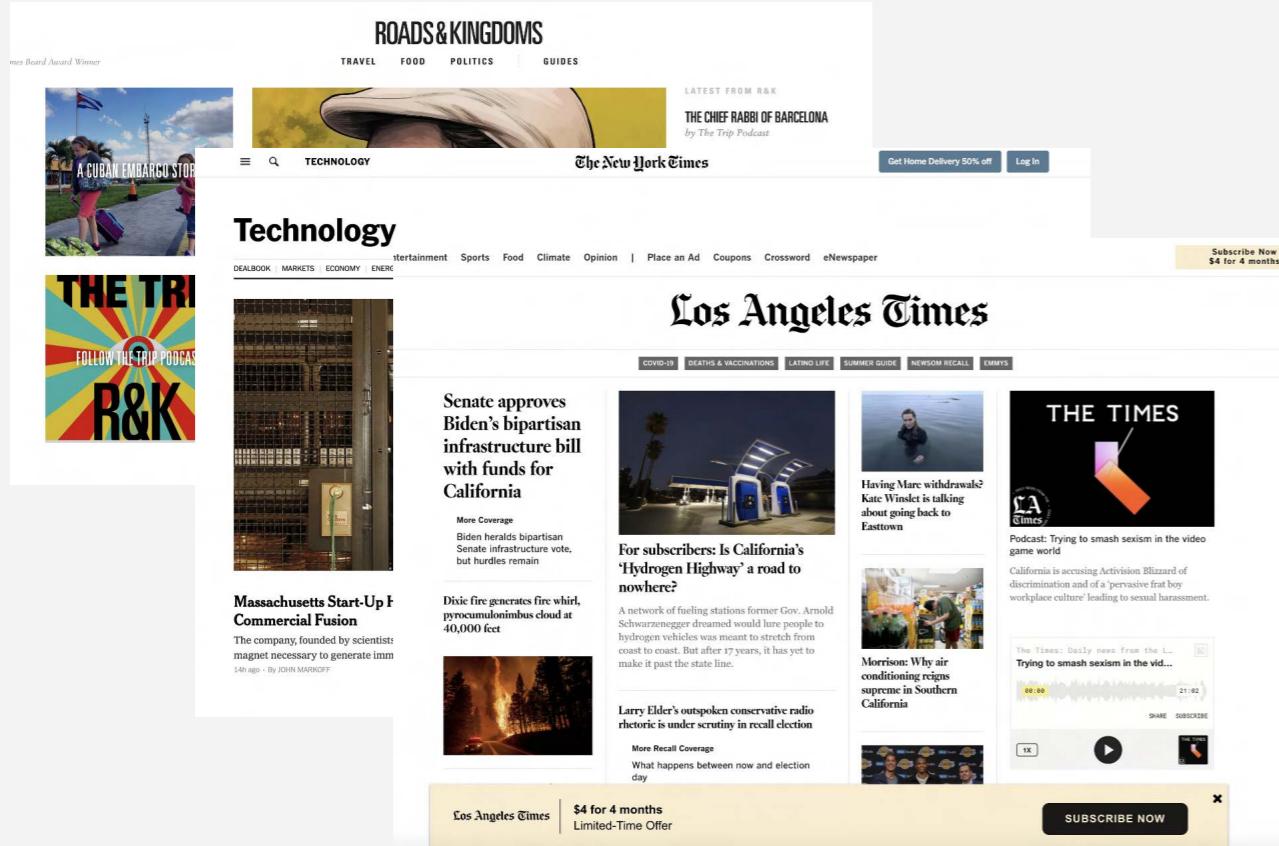
I created a series of questionnaires that asked readers about their reading habits on various news websites. The scale was conducted in person to immediate users (those who visited the organization's library) as well as an online poll to work colleagues.

## Survey results

- The majority of users read the news on their mobile devices.
- Validated user's preference for condensed posts over long descriptive ones (the stakeholder had suggested full article in the blog list so this helped us come to a mutual agreement beneficial for the users).
- The majority of users only visited one news post from social media or newsletters. We needed to provide a list of similar posts for quick access from single news posts to improve user engagement.

A combination:  
condensed with a bit of  
descriptive text for each post





## Competitive analysis

I looked at other news sites to see how the parts in their UI were organized. I presented the common pattern identified in those sites to the stakeholders, which helped us make some design decisions about moving forward with common practices.

# UI Design

Adobe XD  
Invision studio

The image shows a side-by-side comparison of two user interface designs for a news digest website. The left side represents the initial design using Adobe XD, while the right side represents the final design refined in Invision studio.

**Left (Original Adobe XD Design):**

- Header:** PHILANTHROPY NEWS DIGEST, PND – a service of Foundation Center, Login, Register.
- Advertisement:** MyCareer@PND
- Section: Community Foundation Update (03/02/19)**
  - MARCH 2, 2019
  - Community Foundation Update (03/02/19)**
  - News and staff announcements from community foundations in California, Connecticut, Florida, Massachusetts, Michigan, New Hampshire, Ohio, Oklahoma, and Rhode Island...
  - University of Tennessee at Chattanooga Receives \$15 Million Pledge
  - University of Missouri Receives \$2.5 Million for Student Composers
  - William Penn Foundation Awards \$2 Million for Bricesburg Park
  - Hurricane Relief Put Puerto Rico on Philanthropic Map, Study Finds
- Job of the Day (COLORADO)**
  - Director of Gift Planning and Advisor Relations**
  - Rose Community Foundation
  - [Search jobs](#)
- RFP of the Day (MENTAL HEALTH)**
  - American Psychological Association Inviting Nominations for Theodore Blau Early Career Award**
  - Deadline: November 1, 2019
  - [Search RFPs](#)

**Right (Revised Invision studio Design):**

- Header:** PND by Candid. Candid at a glance, Login, Register.
- Advertisement:** ONLINE MASTER OF PUBLIC ADMINISTRATION IN NONPROFIT SECTOR MANAGEMENT CSUN CALIFORNIA STATE UNIVERSITY NORTHridge
- Section: SNF commits \$17.5 million for wildfire relief in Greece**
  - The funding from the Stavros Niarchos Foundation will support immediate relief efforts for those affected by the fires raging across the country, as well as long-term firefighting preparedness.
  - The foundation is in discussions with the relevant Greek agencies to determine how best to contribute to ongoing efforts....
- Job of the day**
  - Executive Director**
  - North Carolina
  - Laura Kyles, August 12, 2021
- RFP of the day**
  - Simons Foundation Invites Applications**
  - Higher education
  - Daniel R. Lewis, August 5, 2021
- Recent news**
  - Garrison Family Foundation awards \$10 million to Crystal Bridges
  - Hackensack Meridian Health receives \$10 million commitment
  - Emory University Candler School of Theology receives \$3 million gift
  - UW-Madison no longer expects Foxconn to fulfill \$100 million pledge

# Design iterations

- We met with the stakeholders and manager on a frequent basis to get updates on development and make any necessary changes to the mockups.
- I made three versions of any page that has had significant changes and then iterate on the decisions made on those versions. This saved us time on decision making as well as time on iterations.

**Packer, Crown Resorts give \$4 million for Australia Bushfire Relief**

By Anthony Pratt, James Packer  
January 7, 2020

Foundations controlled by Australian casino billionaire James Packer have pledged AU\$4 million (\$2.7 million) in support of bushfire relief efforts in Australia, the Sydney Morning Herald reports.

The commitments — AU\$2.5 million from the Packer Foundation and another \$1.5 million from the James Packer Family Foundation — will go toward bushfire relief efforts in Victoria, where Crown Resorts' casinos are located. The gift will go toward bushfire relief in addition to the AU\$1.5 million pledged by the Packer Family Foundation in November. Recipients of the state's Country Fire Authority (AU\$1 million) and NSW's Rural Fire Service (AU\$1 million) have been burned since the bushfires began.

Funded with AU\$2 million in donations and AU\$2 million in corporate matching grants, the campaign will better understand the consequences, gaps, needs, and solutions in the areas of community and economic resilience, disaster preparedness, natural environment, government and citizens, and education.

With Packer's donation and AU\$2 million in corporate matching grants, the campaign will better understand the consequences, gaps, needs, and solutions in the areas of community and economic resilience, disaster preparedness, natural environment, government and citizens, and education.

Hawai'i Community Foundation awards grants totaling \$7 million

The largest grants provided through the foundation's CEDAR matching grant program will go toward efforts to better understand the consequences, gaps, needs, and solutions in the areas of community and economic resilience, disaster preparedness, natural environment, government and citizens, and education.

Funded with \$2 million in donations and AU\$2 million in corporate matching grants, the campaign will be used for general operating and program expenses.

**Living our values**

Putting an end to systemic racism and hate-driven violence around the world will require nonprofits and foundations to step up like never before. Candid stands with our staff and communities affected by these injustices as we envision a social sector capable of tackling the critical challenges and opportunities of this time.

Candid is sharing regularly updated information on how philanthropy is responding to the social justice movement. Advancing racial equity, and supporting democracy through our core values and 2020 election, are important goals. Inclusion and respect for diverse perspectives are at our core. By letting you read directly from funders, news, research, analysis, and trusted organizations, Candid provides you with the information you need for society's toughest challenges.

**PhilanTopic**  
A blog of opinion and commentary

Search PhilanTopic blog posts  
Enter keywords

Featured post

**Looking back on the quest to eliminate Trachoma**

January 14, 2020

There are some patients you never forget — not because they are famous, but because of the story they have to tell and the everlasting impression it makes on you.

In 1997, I was traveling through Africa as a young medical student and volunteer, teaching eye care staff at local clinics how to maintain microsurgical instruments and make some standard medical supplies themselves. I ended up joining ...

Recent posts

**Marketing tech for nonprofits: a refresher course for 2020**

January 20, 2020

As we start a new year, marketing has never been more important for nonprofits. And when it comes to growing and expanding your audience, your nonprofit needs the right digital marketing ...

**Five things your agency can do to deliver results**

January 17, 2020

Individuals are whole people made up of a rich mix of physical, intellectual, social, emotional, and spiritual parts. Individuals exist within families, and families are the heart of our communities. In many ways, working families earning low wages are the backbone

**Jobs**

PND's job board provides listings of current full-time job openings at tax-exempt organizations. Tax-exempt organizations may submit up to ten postings a month, free of charge. Additional postings, and postings from for-profit executive recruiters or staffing agencies, will be charged a \$50 (per job) handling fee. Submit your job here. Problems/question? Contact [jobs@nonprofit.org](mailto:jobs@nonprofit.org).

**Featured jobs**

**CEO**  
JF Marcho Foundation  
New Mexico

**Advocacy officer - Economic Justice program**  
Open Society Foundations  
District of Columbia, New York

**Currently active jobs**

**Controller**  
Bennington College  
Bennington, Vermont  
Posted January 22, 2020

**Annual Giving Officer, Affinity Programs**  
Fordham University School of Law  
New York, New York  
Posted January 20, 2020

**Job Coach Lake City - full time**  
EmployU  
Lake City/Gainesville, Vermont  
Posted January 18, 2020

**Young Adult Transition Coordinator**  
EmployU  
Gainesville, Florida  
Posted January 10, 2020

**Latest news**

**Newhouse Foundation pledges \$75 million to Syracuse University**

January 14, 2020

The gift, one of the largest ever to any school of communications and the largest in the university's history, will support multiple academic initiatives under the leadership of the school's next dean and will advance ...

**Chan Zuckerberg Initiative awards \$3.5 million in community grants**

January 14, 2020

The CZI Community Fund awarded grants to forty nonprofits working to address basic and urgent needs identified by residents of Belle Haven, East Palo Alto, North Fair Oaks, and Redwood City ...

**Infants, teens more likely to reenter foster care, study finds**

January 14, 2020

A report from the Center for State Child Welfare Data found that the younger the age at which a child exits the system, the higher the reentry rate, with the risk of reentry increasing when former foster children ...

**Dana-Farber receives \$16.5 million for multiple myeloma research**

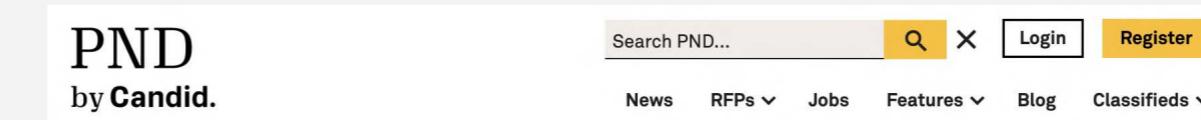
January 14, 2020

The Kiley Family Multiple Myeloma Initiative will support efforts in three areas — identifying and targeting genetic and epigenetic abnormalities, developing novel therapeutics to target both tumor cells ...

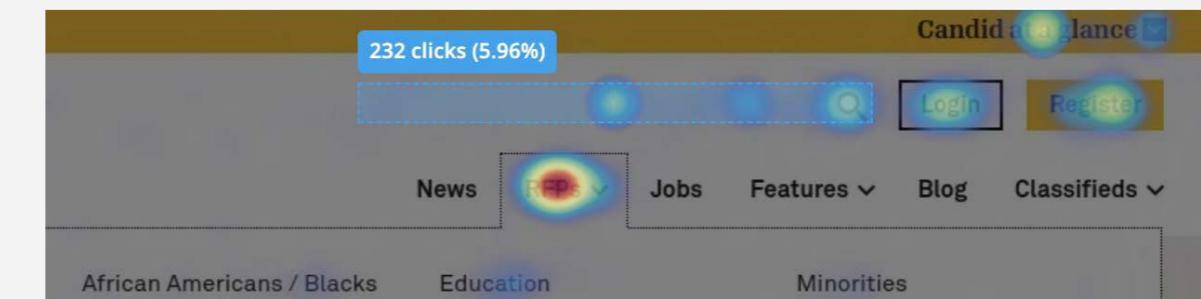
**Kaiser Permanente, SEIU-UHW launch**

## Header

The search icon was moved to the top for better visibility and usability. The findings explained that the social media icons were rarely utilized, and Twitter was the only link relevant to the site, so we moved it to the footer.



Heatmap analysis after launch: **The search icon had more traffic**



# Jobs and RFPs

There was a lot of traffic in these areas. We added illustrations to make them more noticeable.

**Job of the Day**  
CALIFORNIA  
**Executive Director**  
Asian American Journalists Association  
[Search jobs](#)

**RFP of the Day**  
MEDICAL RESEARCH  
**Pershing Square Sohn Cancer Research Alliance Accepting Applications for 2019 Young Cancer Investigators Prize**  
Deadline: November 5, 2018 (Letter of Intent)  
[Search RFPs](#)

**Job of the day**  
Massachusetts  
**President & CEO**  
Greater Worcester Community Foundation  
[Search nonprofit jobs](#)

**RFP of the day**  
Higher education , Science / Technology  
**Burroughs Wellcome Fund Invites Applications for Career Awards at the Scientific Interface**  
Deadline: September 1, 2021  
[Search RFPs](#)

Heatmap analysis after launch:  
There were more traffic to RFPs

# Footer

We placed the subscribe form to the right corner of the footer because it needed to be visible but not so prominent that it overshadowed the footer.

Subscribe to PND Newsletters and Alerts

Enter valid email address  Subscribe

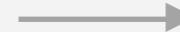
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Knowledge to build on.

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(212) 620-4230

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 FOUNDATION CENTER  GUIDESTAR  
Foundation Center and GuideStar are Candid.

# Blog

The lengthy list of blog entries was replaced with shorter versions that allow viewers to simply skim through other topics.

This screenshot shows the original layout of the PND blog page. It features a large, dense list of blog posts from various authors. Each post includes a thumbnail image, the author's name, the post title, a brief excerpt, and a 'read more' link. The layout is cluttered and difficult to navigate through long lists of posts.

**PHILANTHROPY NEWS DIGEST**  
PND - a service of Foundation Center

NEWS RFPs JOBS FEATURES BLOG CLASSIFIEDS

PHILANTOPIC A blog of opinion and commentary

5 Questions for...Timothy P. Silard, President, Rosenberg Foundation

In taking the helm at the Rosenberg Foundation in 2008 — after having served as chief of policy in the San Francisco District Attorney's Office — Timothy P. Silard has worked to deepen the advancement of statewide and national criminal justice reform, immigrants' rights, and racial justice as areas of focus for the foundation. The foundation has joined other funders, for example, to create two affinity groups focused on criminal justice reform. Funders for Safety and Justice in California and the National Criminal Justice Funders Forum supported efforts to mass incarceration and dismantle barriers to opportunity and restore the rights of formerly incarcerated people, and is supporting reform at the intersection of criminal justice and immigrants' rights.

In a partnership with the Humanes Foundation, Rosenberg launched its \$7 million Leading Edge Fund to seek, inspire, and accelerate bold ideas from the next generation of progressive movement leaders in California. Eight fellows working to address inequity and injustice in the areas of criminal justice, immigrant rights, and racial justice were selected to receive \$247,500 each over three years, as well as technical assistance in the areas of strategy, program design, fundraising, and communications.

As the group period for the first group of Leading Edge fellows nears its close and the foundation prepares for the next group, which will start in January 2019, PND spoke with Silard about how Rosenberg and its partners plan to support progressive leaders who are shaping the future of criminal and racial justice reform in California and across the United States.

**Philanthropy News Digest:** The Leading Edge Fund was launched in early 2016, which seems almost present in hindsight. What was the impetus for creating a fund specifically designed to support "bold ideas from the next generation of progressive movement leaders in California?"

**Tim Silard:** Lateefah Simon was program director at Rosenberg at the time, and she and the Leading Edge Fund team were talking about how there was tremendous "movement energy" going on. There was the #BlackLivesMatter movement that had been sparked specifically around the killings of unarmed mostly black young men and broadened from there; new leadership around gender and gender identity, certainly in California, an increasing number of immigrant rights movements. And our sense was that unrestricted support for movement leaders because movements depend upon leaders — could have enormous value. Not in any way to replace the important grantmaking that philanthropy does for organizations and coalitions, but on top of that, unrestricted support to give movement leaders the space to innovate, dream, and play the long game.

Philanthropy is one of the few sectors with the ability to fund work that may take decades, but as a field we tend to be very impatient. We tend to want to see results quickly. I think there's a recognition that the world may not be ready for and may never be ready for. We thought about who funded the handful of lawyars in the 1980s who were fighting for marriage equality before even most people in the LGBT community thought that was an achievable goal. Those kinds of ideas, those kinds of innovative approaches to social justice and equity that may take a long time to come to fruition, ought to be funded.

And in California, while our population has changed so dramatically, the policies and the vision don't yet reflect the values of a nonwhite-majority state, a fundamentally progressive state, a state with an incredible richness of communities of color, so we also have the opportunity to go far. Playing that long game made sense here in California.

**PND:** What were most important criteria in selecting the first cohort of fellows, and what are some of the highlights in their accomplishments over the last two and a half years?

**TS:** We have three primary criteria. One is what we call leadership skills but has to do with the depth of their engagement and commitment with the work they're serving — some refer to that as "servant leadership." A second is whether they have a compelling mission or idea. Many wonderful leaders are understandably very focused on the nuts and bolts of running an organization and may not have the space yet to articulate such an idea for change. And a third is whether they're deeply personally committed to focusing on trying to advance that idea, or set of ideas, over the next few years — whether they have that space to really focus on their dream.

We're most of the way through the selection process for the next "formation" of fellows — we stopped calling them "cohorts" because it sounds like a scientific study — and it's definitely more art than science. This time we started with a large group of about a hundred and fifty nominees and we asked each of them for a one-page describing their work and their "big ideas." After we've narrowed it down to about twenty semi-finalists, we ask for a five- to seven-page description of their vision for the broader work, their connection with the community, and the longer-term goals they want to achieve.

This screenshot shows the updated layout of the PND blog page. The page now features a clean, modern design with a grid of smaller, summarized blog posts. Each post includes a thumbnail image, the author's name, the post title, and a brief excerpt. The layout is much more organized and user-friendly, allowing visitors to quickly scan through multiple posts without being overwhelmed by a long list of content.

**PND** by Candid.

News RFPs Jobs Features Blog Classifieds

Search PhilanTopic

PhilanTopic A blog of opinion and commentary

Featured post

**Impact investing in the 'creative economy' to strengthen local economies: A commentary by Deb Parsons**

August 10, 2018

Impacting the creative economy with philanthropic funds. What do film and fashion have to do with philanthropy? For a growing number of impact investors, these industries and others that make up the "creative economy" are a powerful lever to strengthen... [read more](#)

Tags: Arts and Culture, Climate Change, Community Improvement/Development, Economic Development, Mission-Related Investing, Philanthropy, Poverty Alleviation, Racial Equity, Social Justice, Women & Girls, Workforce Development | Comments: (0)

Recent posts

**'Systems change work is intrinsic to creative youth development': A commentary by Daniel R. Lewis**

August 09, 2021

Since launching creative youth development as a systems change work in her recent blog post announcing \$3.7 billion in commitments to equity-oriented nonprofits across the country, philanthropist MacKenzie Scott writes: "Arts and cultural institutions can strengthen communities by transforming spaces, fostering empathy..." [read more](#)

Tags: African Americans, Arts and Culture, Children and Youth, Community Improvement/Development, Covid-19, Education, Mental Health, Nonprofits, Philanthropy, Racial Equity, Social Justice | Comments: (0)

**How nonprofits are navigating the real estate market in an almost-post-COVID-19 New York City**

August 08, 2021

Before the COVID-19 pandemic, the real estate landscape had always been a challenge for New York City nonprofits, with rent-related cost often being the second-largest expense of a nonprofit's budget and venue-dependent organizations allocating an even greater portion of their... [read more](#)

Tags: Arts and Culture, Covid-19, Health, Nonprofit Management, Nonprofits, Philanthropy | Comments: (0)

**The Sustainable Nonprofit: 'A fundamental shift in the mindset of young Americans'**

August 04, 2021

A mindset shift among young American nonprofit employees. We've all seen people across the country and around the world struggling financially from the fallout of COVID-19. As our Cause and Social Influence researchers have continued to track young Americans (ages... [read more](#)

Author: Derrick Feldmann  
Tags: Covid-19, Nonprofit Management, Nonprofits, Philanthropy, Racial Equity | Comments: (0)

Other Blogs

## **Launch**

The revamped site's introduction was a big success. Our users provided us with positive feedback. The site's user traction has also improved.

## **Maintenance**

Heatmaps of the site were thoroughly analyzed and maintained after launch for any bugs or issues.

## **Ket takeaways**

- User data is an essential tool for validating a wide range of different decisions. It also enables the designer and stakeholder in remaining grounded to the user's needs.
- Maintain regular check-ins with stakeholders and managers to engage them in the process. They may have thoughts and comments, therefore it is critical to keep them informed.
- Before beginning the design process, be aware of all technological constraints.
- Make tickets for all design and development tasks to improve monitoring and set reasonable deadlines for each sprint.
- In parallel, test the site for any browser-related difficulties.

# Foundation Directory

Candid.  
Foundation Directory Quick Start

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[Search organizations](#)  
 [Search](#)

[Menu](#) Profile updated on 12/04/2018 Grant information updated on 01/05/2019 [Report](#)

## Bill & Melinda Gates Foundation

Seattle, WA, United States  
EIN: 902818888  
<http://www.gatesfoundation.org>

[View 300+ people connected to this org](#)

[Contact information](#)

### Funding history

Most recent five years of activity: 10,560 grants to 3,210 organizations totaling \$24,063,658,623

What is being funded?

Where is the money going?

How big are the grants?

Candid at a glance

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[Search](#) [Report](#) [Help](#)

# Context

Foundation Directory is a comprehensive database that contains information on over **239,000** foundations in the United States. It has a powerful search tool which equips their users with all the tools and strategies for a fastest way to win more funding. There are over **9000 paying subscribers**, with an annual revenue of over **16 million**. Foundation Directory offers both premium and free subscription packages. I was in charge of improving the user onboarding process for its free plan, Quick Start, so that we could convert signups from there to paying subscriptions.

## My role

- Rebrand Quick Start, a minified free version of Foundation Directory Professional plan
- Research and ideate ways to improve the user experience
- Create prototypes based on user research
- Develop and support developers for coding styles in React

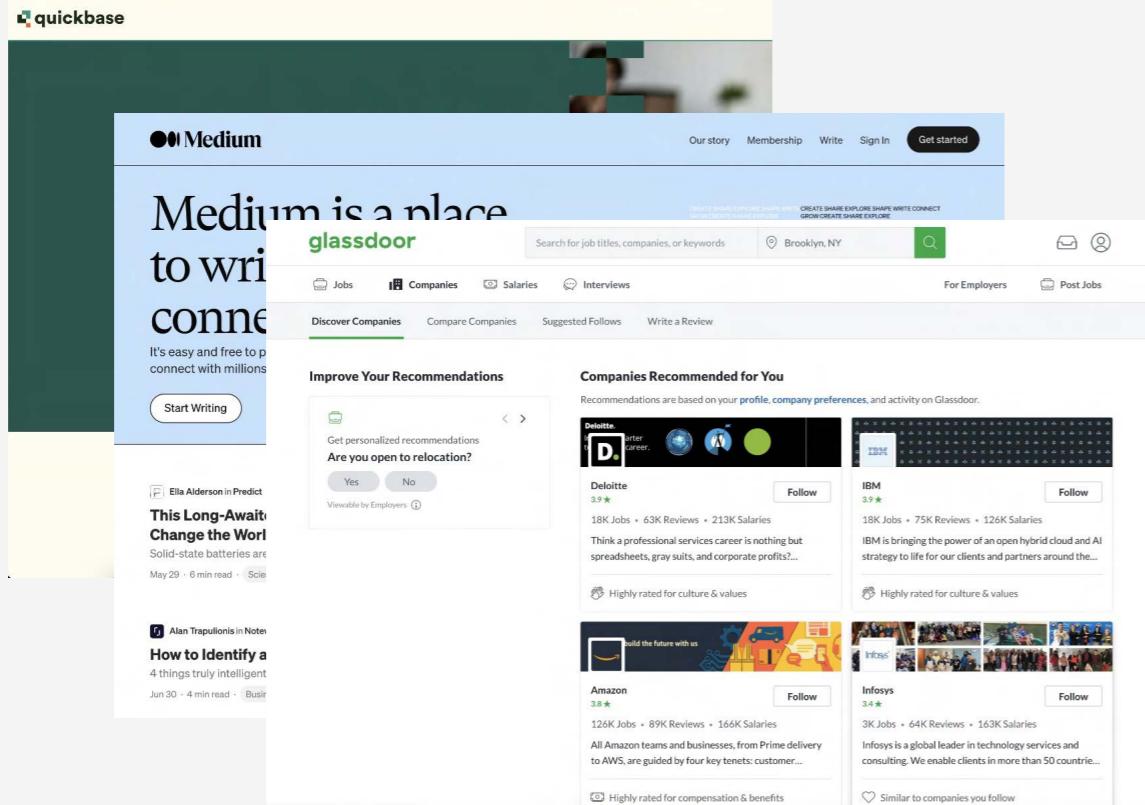
# Challenge

The relaunched site needed to present a sneak preview of **what consumers could get from a paying plan**, but we **shouldn't show any or absolutely minimum** content from the paid plans.

## Restrictions

- It was instructed not to create designs that would necessitate extensive backend development work. The quantity of development work required should be minimal.
- Do not include any design elements that are visually different from the rest of the page's content.

I needed to find a solution that was simple to implement on the backend while also meeting guidelines for demonstrating the value of paid subscriptions and increasing the conversion ratio.



## Competitive analysis

I researched how other websites implemented their user onboarding experiences. There was a clear trend of introducing a signup form after interacting with a page element.

# Studying previous website

This screenshot shows the Foundation Directory Online (FDO) website. At the top, there's a navigation bar with links for 'HELP', 'CREATE NEW', 'SUBSCRIBE NOW', and 'LOG IN'. Below the navigation is a search bar and menu options for 'FIND FUNDING', 'MY FDO', and 'RESOURCES'. A yellow call-to-action button labeled 'UPGRADE' is prominently displayed. The main content area features the Bill & Melinda Gates Foundation profile. To the right, there's a sidebar with a purple box containing text about FDO's value and a link to 'UPGRADE TO FDO'. Another purple box below it says 'Need more information about Foundations? FDO can help you:' followed by a bulleted list: 'Discover prospects', 'Find RFPs', 'Reveal grant insights', and 'Make Connections'. At the bottom of the page, there's a 'Candid.' footer section.

This dropdown needs a better placement

Bill & Melinda Gates Foundation

About

Need more information about Foundations?

FDO can help you:

- Discover prospects
- Find RFPs
- Reveal grant insights
- Make Connections

UPGRADE TO FDO

Candid.

Fails to demonstrate the value of paid plans

Introduce "bare-minimum" content from paid plans

Visually, these upgrade messages look like third party ads

Organization Name: Name of grantmaker or recipient: New York (United States)

Organization Location: EIN: ID Number of Organization: SEARCH

Organization Type: Type of grantmaker or recipient:

Year(s): 2001 - 2021

12,077 Grantmakers

Grants: More grants Learn to Make Grants

Recipients: Peer Organization Profiles

10,011 990 Tax Forms

Learn even more about grantmakers - upgrade for full versions of the grantmaker profile.

Grantmaker	City	State	Country	Total Assets	Total Giving
New York Community Trust	New York City	NY	United States	\$2,967,845,253	\$183,491,830
The JPMorgan Chase Foundation	New York City	NY	United States	\$40,326,224	\$0 250,000,000
The Ford Foundation, Inc.	New York City	NY	United States	\$276,331,323	\$23,297,132
American Express Foundation	New York City	NY	United States	\$63,190,258	\$21,506,310
Ford Foundation	New York City	NY	United States	\$13,001,240,242	\$234,500,496

VIEW ALL

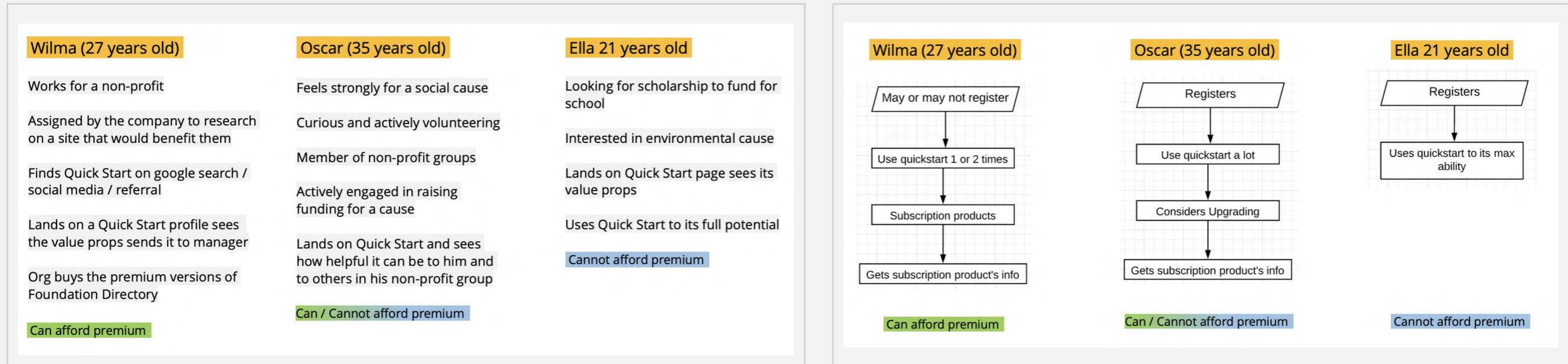
990 Tax Forms (10,011)

Organization	City	State	Country	Doc Type	Year
1110 Park Foundation Inc.	New York City	NY	United States	990f	2018

Learn even more about grantmakers - upgrade for full versions of the grantmaker profile.

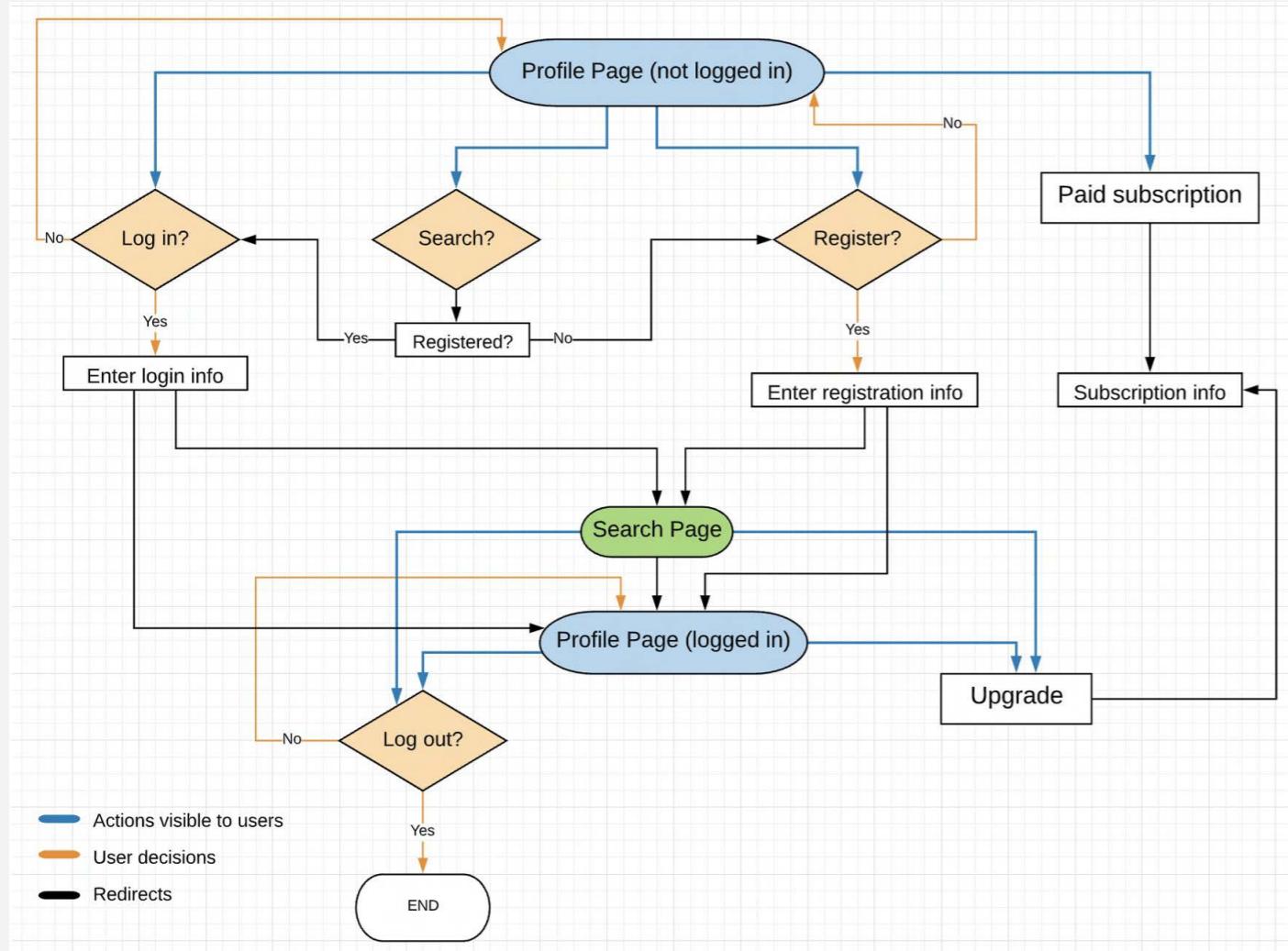
Introduce "bare-minimum" content from paid plans

# User persona



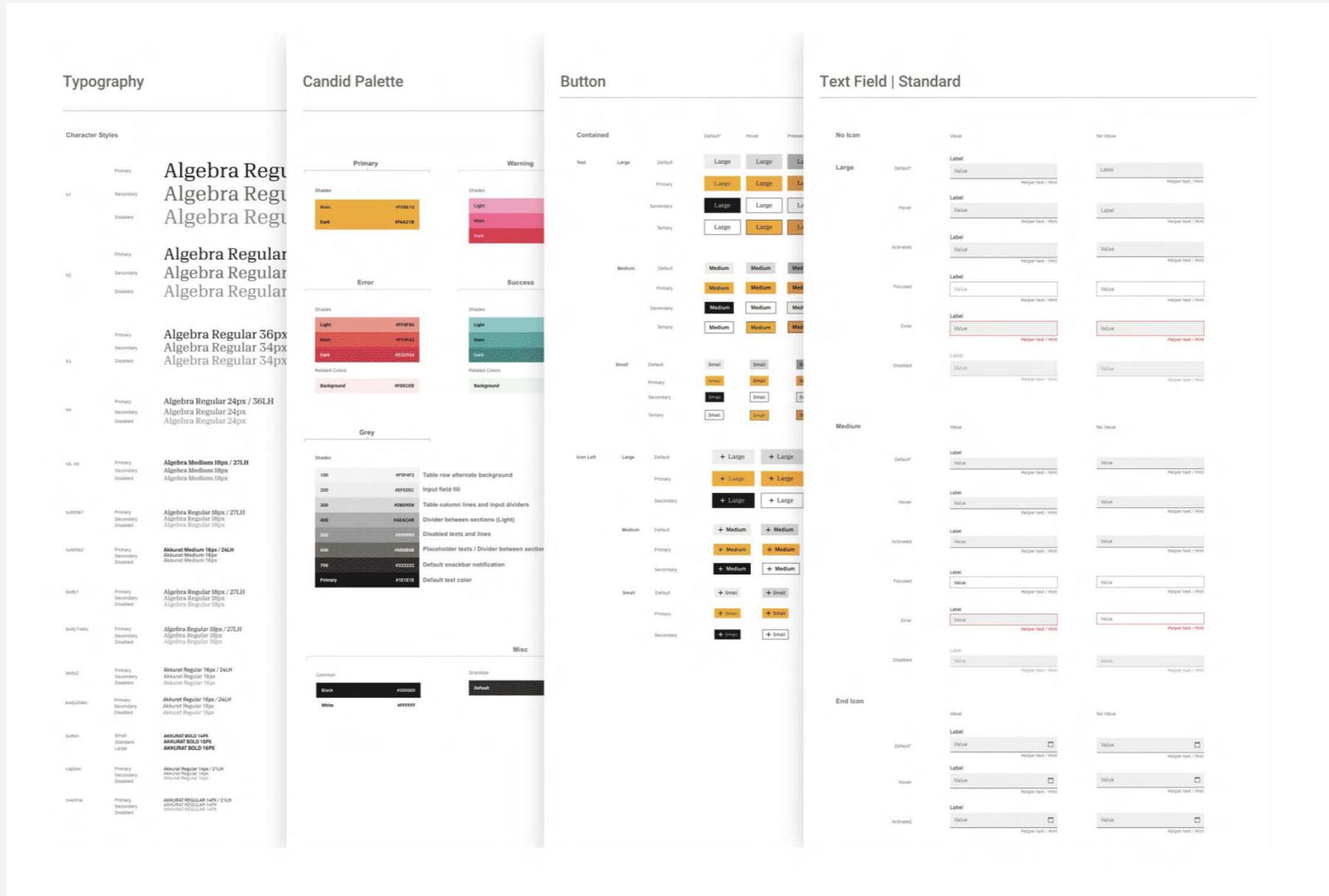
# Userflow (Onboarding)

Introducing multiple action places where people can register and upgrade.



# Building design system: Pattern library

My designer colleague and I developed an organization-wide design framework. To maintain design consistency, designers, developers, managers, and consultants refer to the design system throughout the project cycle.



## Why did we need a design system?

A design system:

- Reduces design misunderstandings
- Improves design consistency
- Easily accessible to everyone in the organization
- Helps with quick prototyping



# UI design

Candid.

Foundation Directory Quick Start

Bill & Melinda Gates Foundation

Funding history

Most recent five years of activity: 10,560 grants to 3,210 organizations totaling \$24,063,658,025

What is being funded?

Where is the money going?

How big are the grants?

About

Purpose & activities

Background

Program areas

Memberships

Publications

I suggested adding “Search organizations” field which has higher chances of user interaction.  
(Goal: increase the user signup ratio)

When users who have not signed up visits the page, they are prompted to sign up when they search for another organization's profile. This interactive element, even though simple, has a higher chance of increasing the sign up ratio in Quick Start.

This solution satisfies all the design restrictions:

1. Minimal dev time for implementation: This widget already exists and is being used in another product, so the developers can easily and quickly add it in this page.
2. Visually looks like a part of the page content.
3. Has higher chance of users interacting with the search field

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In the United States, it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed in school and life. Grantmaking areas are: 1) Global Development: to help the world's poorest people lift themselves out of hunger and poverty; 2) Global Health: to harness advances in science and technology to save lives in developing countries; and 3) U.S. Division: to improve U.S. high school and postsecondary education and support vulnerable children and families in Washington State.

Find detailed info on Bill and Melinda Gates Foundation

Officers  
Funding interests  
Other funders to consider  
Applications/RFPs  
Financials  
News and

View plans

## Who's who

See who can introduce you to someone at Bill & Melinda Gates Foundation

Subscribe to view all information

Officers & trustees (11)



Giovanni health Scientific Advisory Committee (14)



Staff (777)



Donors (3)



## Contact

Bill & Melinda Gates Foundation

Family foundation

Location:  
Altis Global Finance and Accounting, P.O.  
Box 22320 Seattle, WA United States  
98122

Phone: 2067031000  
Fax: 2067032180  
Email: [info@billgatesfoundation.org](mailto:info@billgatesfoundation.org)  
Web: [www.billgatesfoundation.org](http://www.billgatesfoundation.org)

EDN:  
962518855

## Need detailed information?

Check out our [premium plans](#) to access lists of funders based on detailed search criteria and other features such as:

- Grants
- Funding interests
- Other funders to consider
- Applications/RFPs
- Financials

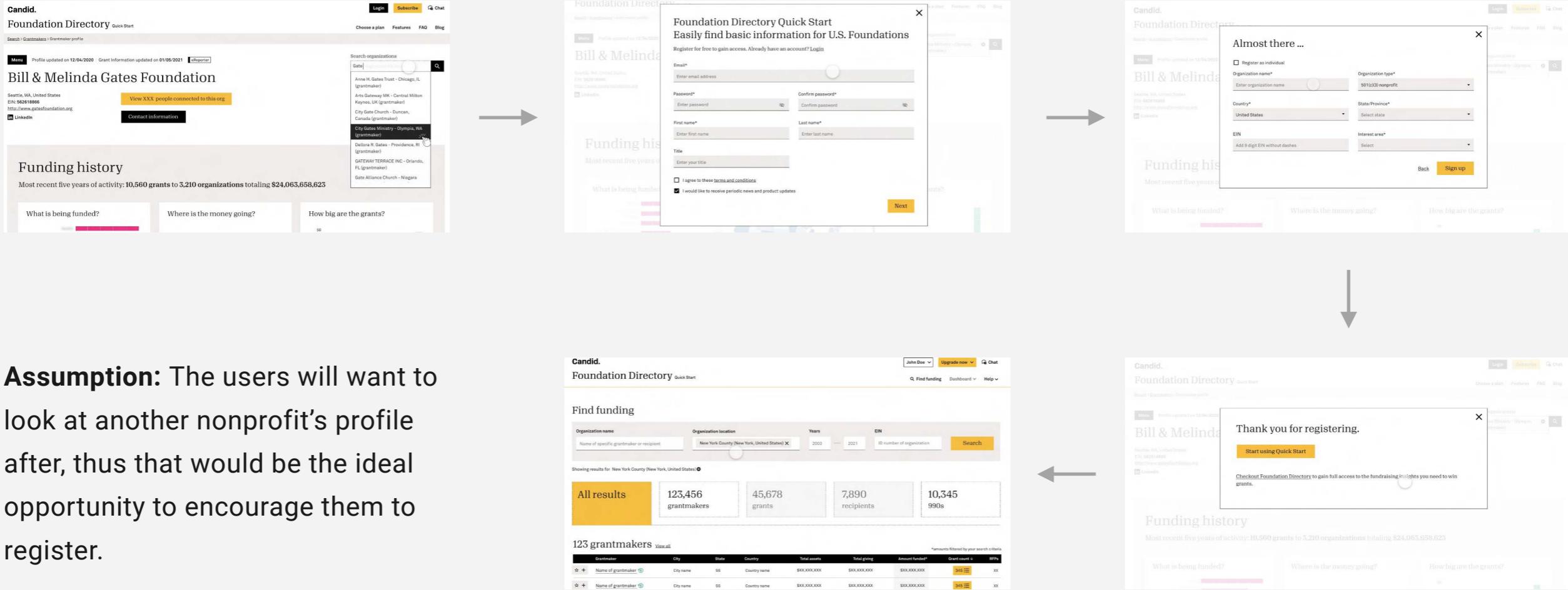
View plans

## Demonstrate the value of a paid subscription from Quick Start:

Introduce "bare-minimum" content from paid plans

Placing ads for paid plans as information that flows with the content

# User onboarding (Prototype)



# Upgrade messages (Prototype)

Introduce different variations of upgrade messages on locked contents

Candid. Foundation Directory Quick Start

John Doe Upgrade now Chat

Find funding

Organization name Organization location Years EIN

Name of specific grantmaker or recipient New York County (New York, United States) X 2003 — 2021 ID number of organization Search

This feature is not included in Quick Start.  
Subscribe to Foundation Directory Access this feature and other grant prospecting tools on Foundation Directory.

All results 123,456 grantmakers 45,678 grants 7,890 recipients 10,345 990s

Showing results for New York County (New York, United States) X

123 grantmakers View all

Grantmaker City State Country Total assets Total giving Amount funded\* Grant count+ RFPs

Name of grantmaker 1 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 2 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 3 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 4 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 5 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

\*amounts filtered by your search criteria

Find funding

Organization name Organization location Years EIN

Name of specific grantmaker or recipient New York County (New York, United States) X 2003 — 2021 ID number of organization Search

Showing results for New York County (New York, United States) X

All results 123,456 grantmakers 45,678 grants 10,345 990s

Upgrade to access In-depth view of recipient profile

123 grantmakers View all

Grantmaker City State Country Total assets Total giving Amount funded\* Grant count+ RFPs

Name of grantmaker 1 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 2 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 3 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 4 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 5 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

\*amounts filtered by your search criteria

123 grantmakers View all

Grantmaker City State Country Total assets Total giving Amount funded\* Grant count+ RFPs

Name of grantmaker 1 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 2 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 3 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 4 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

Name of grantmaker 5 City name SS Country name \$XXX,XXX,XXX \$XXX,XXX,XXX \$XXX,XXX,XXX 345 XX

1 2 Showing 1-5 of XXX grantmakers

View and filter all grantmakers

45,678 grants View all

Upgrade to access In-depth view of recipient profile

7,890 recipients View all

102 990s View all

Organization City State Country Document type Year

Name of organization City name SS Country name 990pf 2020

Available only in Foundation Directory professional

\*amounts filtered by your search criteria

Funding history

Most recent five years of activity: 10,560 grants to 3,210 organizations totaling \$24,063,658,623

What is being funded? Where is the money going? How big are the grants?

Sample data

View detailed information of all the subjects

Subscribe Sample data

Financials News and View plans

Giving amount

Who's who

See who can introduce you to someone at Bill & Melinda Gates Foundation

Officers & trustees (11)

Global Health Scientific Advisory Committee (14)

Staff (777)

Donors (3)

Subscribe to view all information

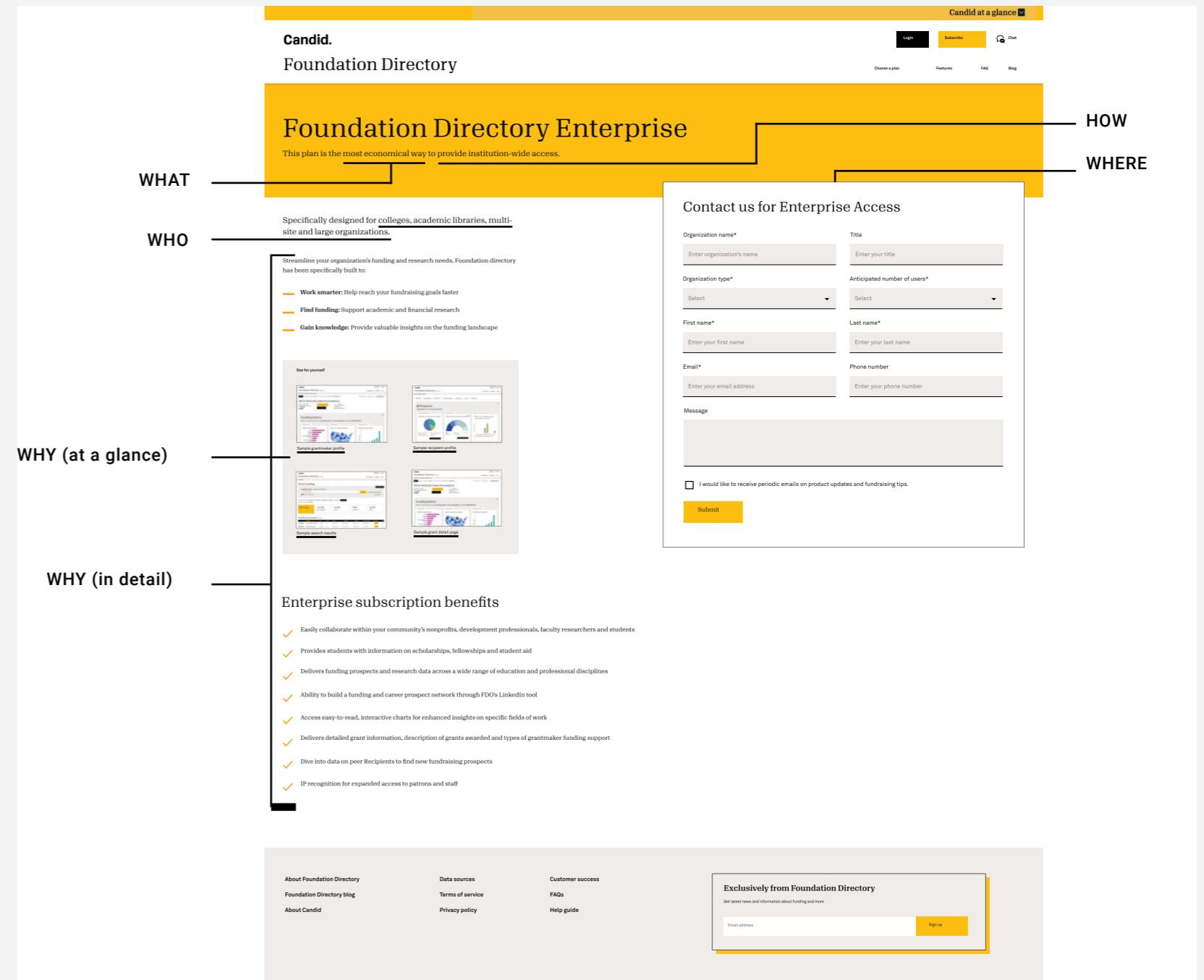
Officers & trustees (11)

Global Health Scientific Advisory Committee (14)

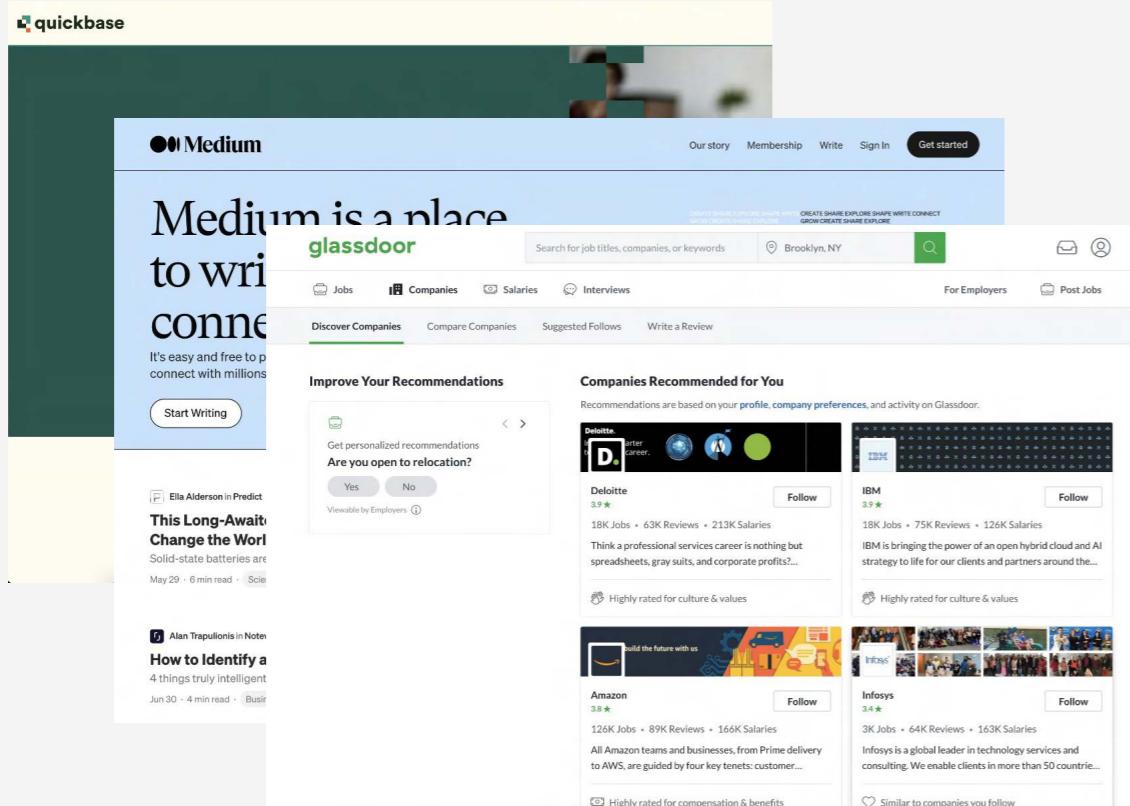
Staff (777)

Donors (3)

# Enterprise page (Content hierarchy)



# UI Development



## React + Material UI + Storybook

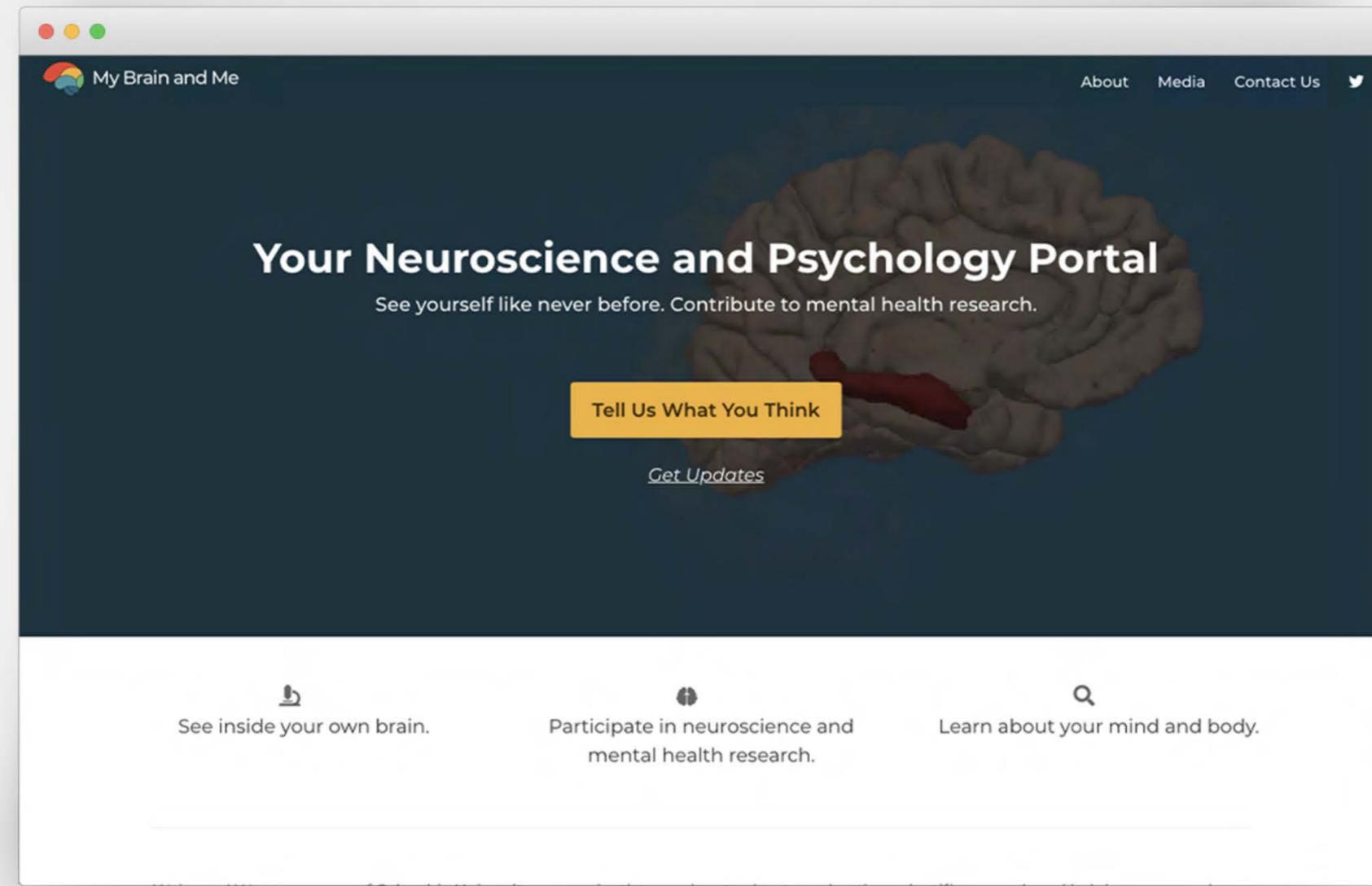
- I was in charge of styling the pages in react and reviewing styling code from developers when it was included to the storybook.
- I also wrote CSS code using the CUBE CSS Design System principle, reusing style code from higher level components multiple times to reduce the number of lines of code required.

## **Ket takeaways**

- Communicate often with stakeholders to obtain feedback on the design.
- Include the developers in the design sessions so that they are kept up to date on any layout modifications.
- Make tickets to track processes, files, and decisions.
- Iterate while keeping stakeholders' and users' perspectives in mind.
- Developers require design assistance, so keep an eye out for anything they may require.
- Hold daily standups with the team to discuss any issues and progress.

# My brain and me

beta.mybrainandme.org



# Context

My Brain and Me allows users to create an interactive and anatomically labeled 3D representation of their MRI scan of their brain. Users can upload their scans to the website and then view changes in their brain's 3D model over time.

I met Spiro, the company's creator, two weeks before their demo day at NYC Media Lab. They had a website, but it needed to be updated.

## My role

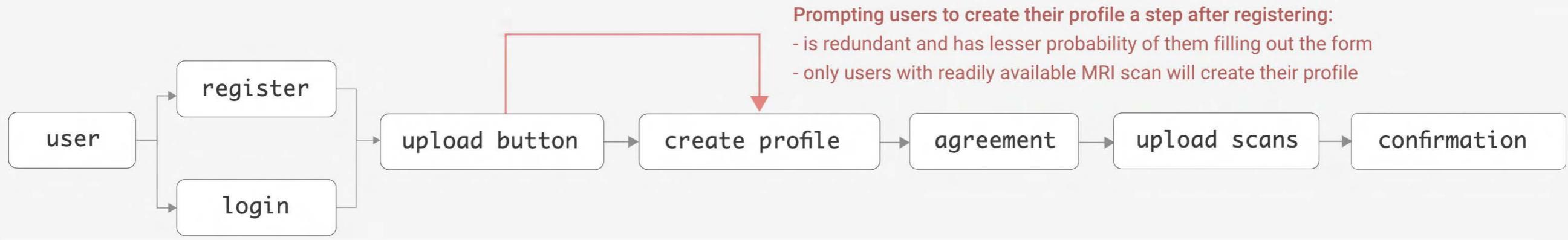
- Rebrand website within two weeks
- Simplify user onboarding process

# Design process

- Obtain the necessary requirements and updates from the stakeholder.
- Evaluate the present site for user experience concerns.
- Analyze competitors and partners
- Analyze and compare requirements and findings
- Understand the users and their behavior before designing an optimized userflow.
- Create a wireframe for the site and iterate on it.
- Continue with the high-fidelity version.
- Develop the site with back-end assistance from the team.

# Problem

My Brain and Me is a research-based free site, so we needed to collect as much user information as possible (with their agreement), but we also needed to keep the user onboarding process simple without overloading them with multiple forms.



**Requirement for the stakeholder:**

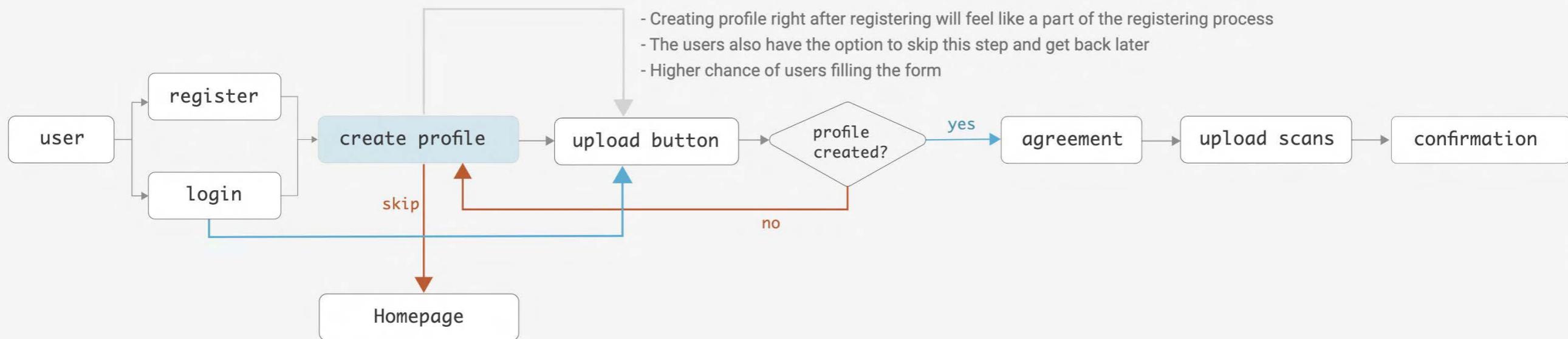
"I want the signup form to be as simple as possible. It should only have three fields, namely Email, Password, and Retype Password. It would also be wonderful if more users created profiles."

**Hypothesis:**

Given that most first-time users will not have their MRI scan on hand when they visit the site, they can sign up (via a shortened form) and establish their profile if they like.

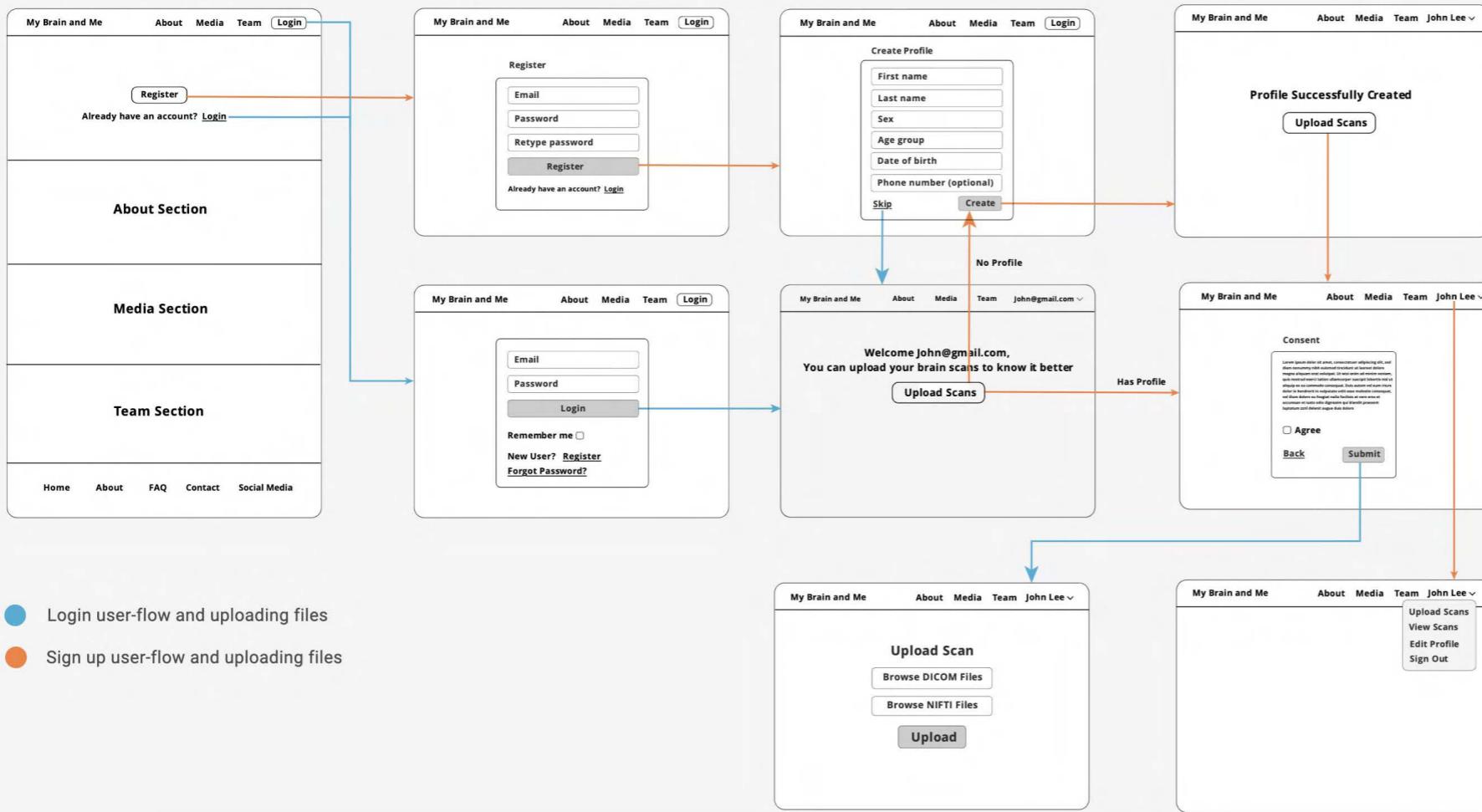
## Solution:

I designed a solution in which we could ask users to create profiles immediately after signing up. Creating a profile will therefore feel like it is a part of the signup process, increasing the likelihood of users filling it out. They can also skip the profile form and go straight to the homepage.



# Userflow

I presented the solution to the team, and it was agreed that having the Create profile form immediately following the Register form would be a better approach for people to create their profiles.

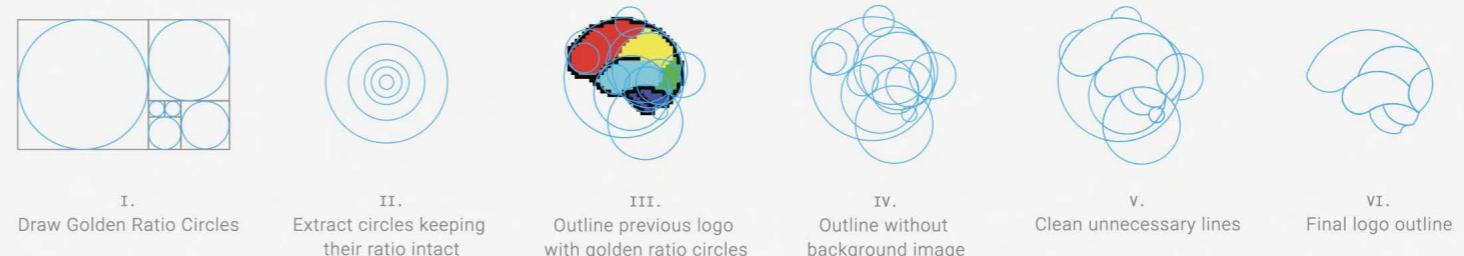


# Logo redesign

Previous logo



New logo process

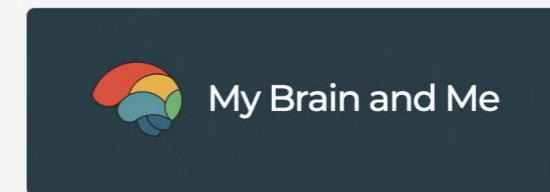
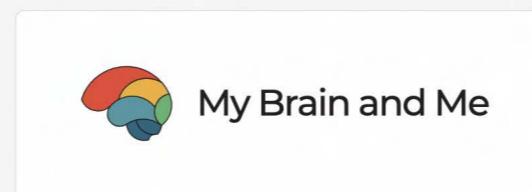


Branding colors replacing old colors with their subtle versions

<span style="color: #EA4533;">█</span>	#EA4533	R: 234	G: 69	B: 51
<span style="color: #F4B131;">█</span>	#F4B131	R: 244	G: 177	B: 49
<span style="color: #5AB56F;">█</span>	#5AB56F	R: 90	G: 181	B: 111
<span style="color: #4598A4;">█</span>	#4598A4	R: 69	G: 165	B: 124
<span style="color: #26657F;">█</span>	#26657F	R: 38	G: 101	B: 127



Complete logo Combining pictorial logo with name



# Previous landing page

My Brain and Me Survey Media  

Contact Us

See Yourself Like Never Before  
Contribute to Mental Health Research

**My Brain and Me**  
Your neuroscience and psychology portal

 See inside your own brain.

 Participate in neuroscience and mental health research.

 Learn about your mind and body.

[Find Out More](#)

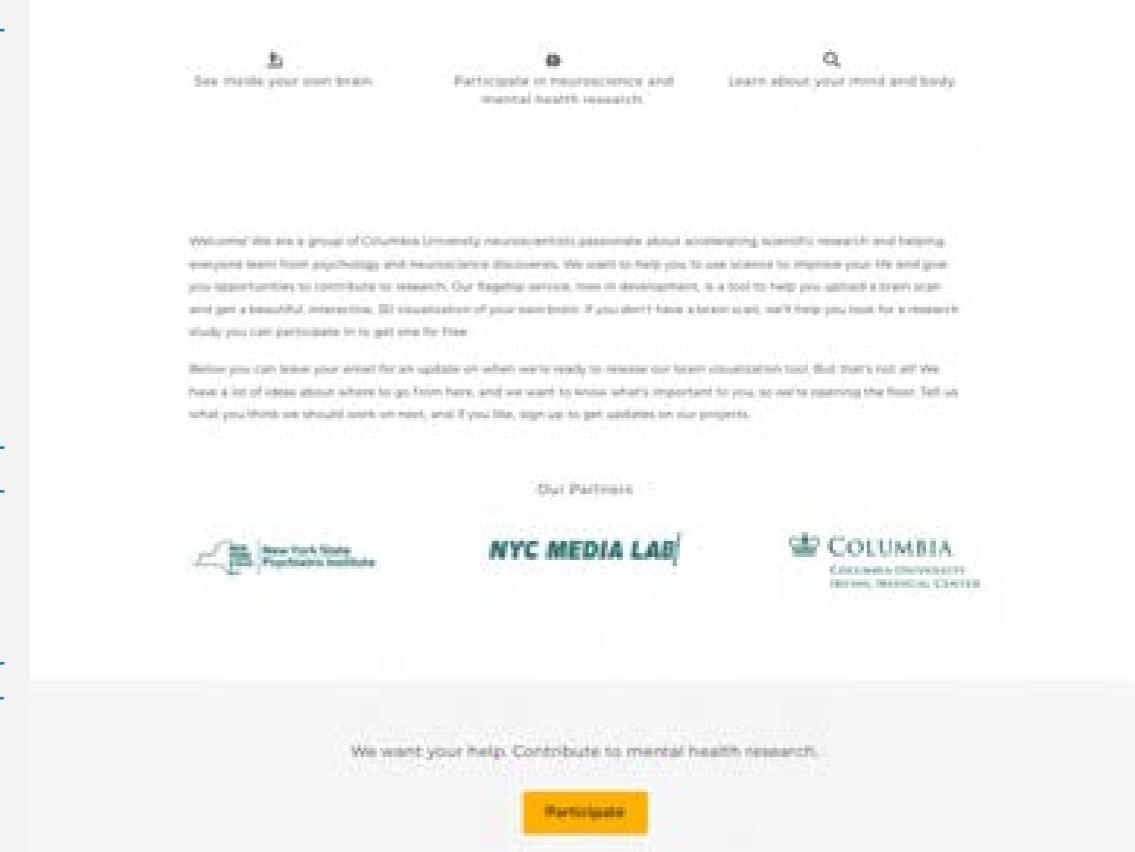
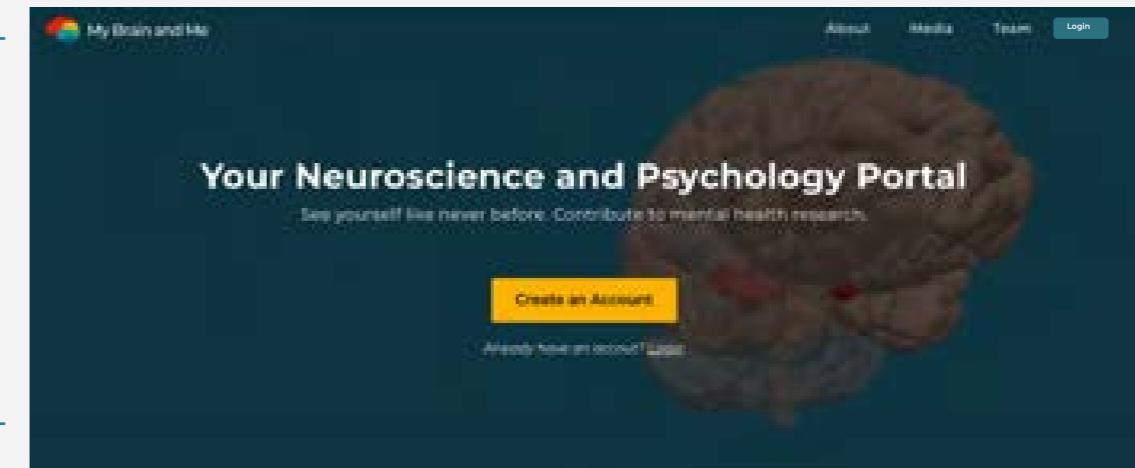
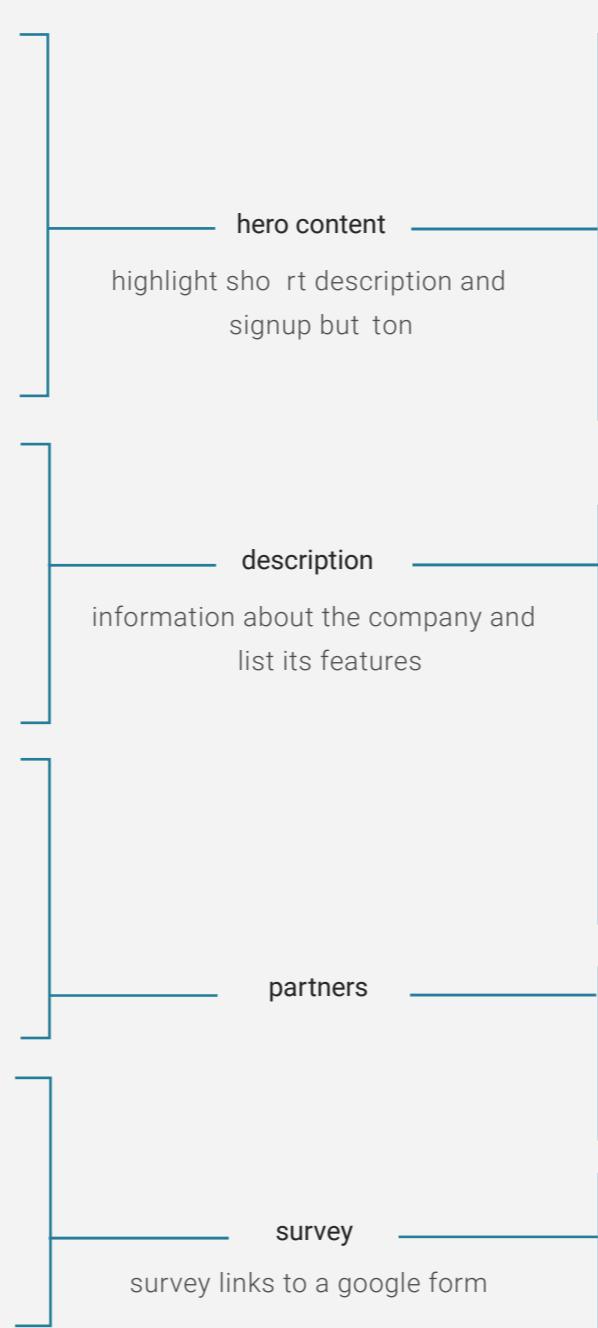
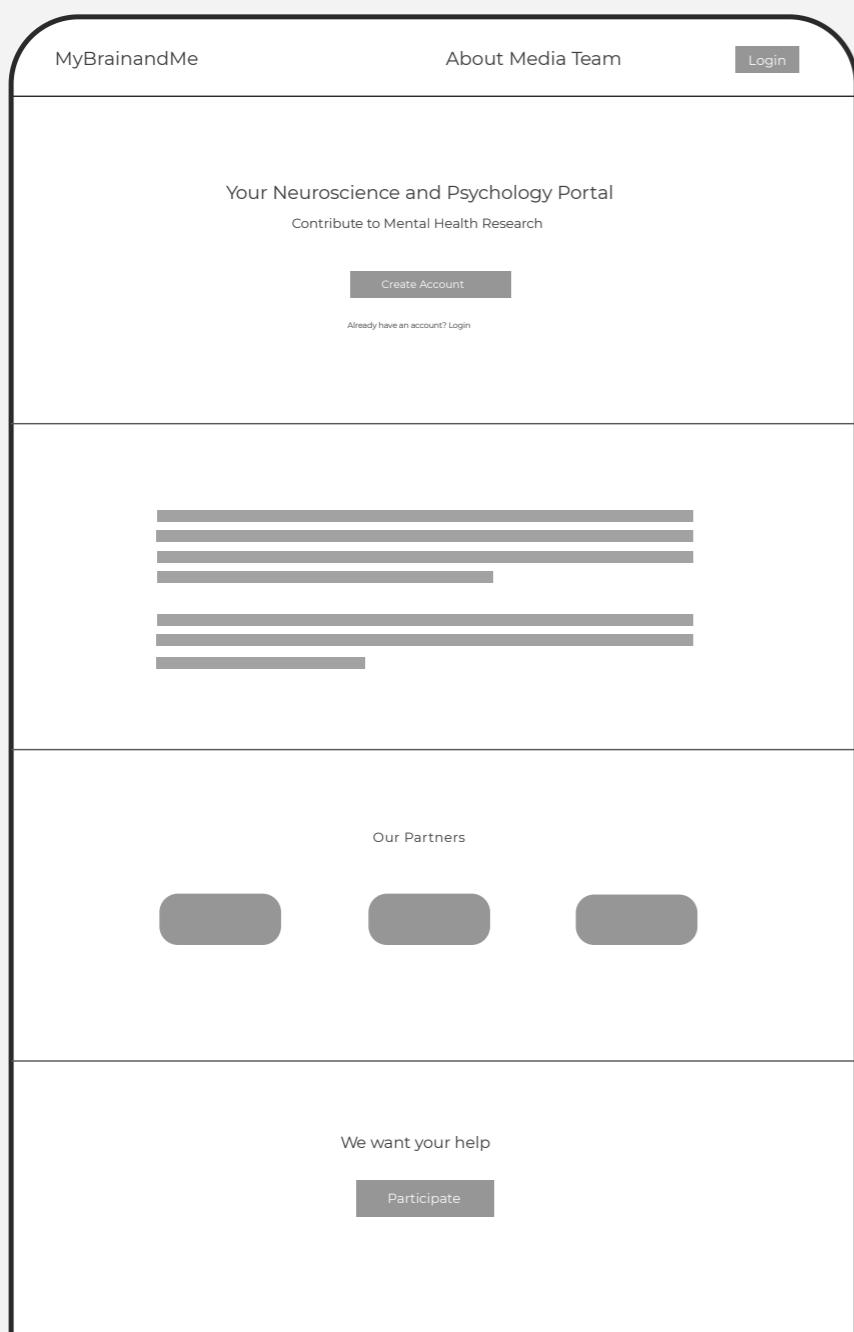
SOME OF OUR PARTNERS

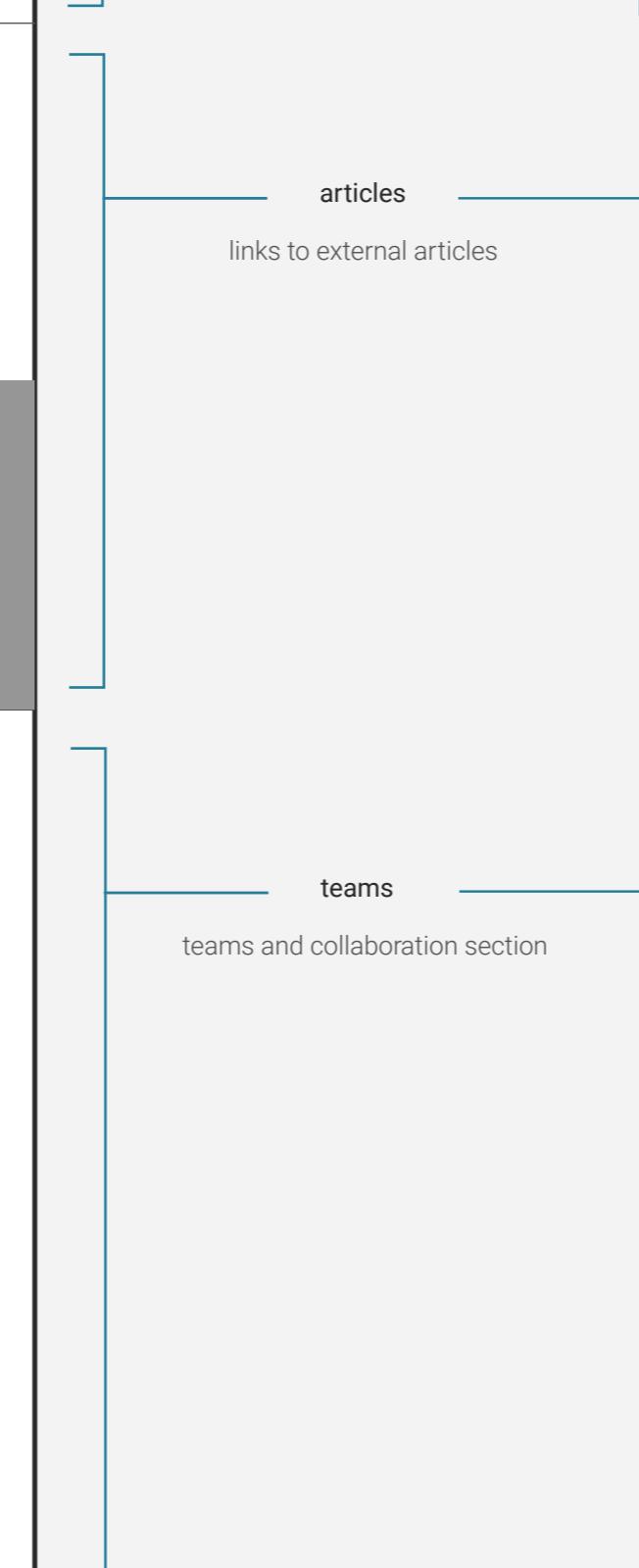
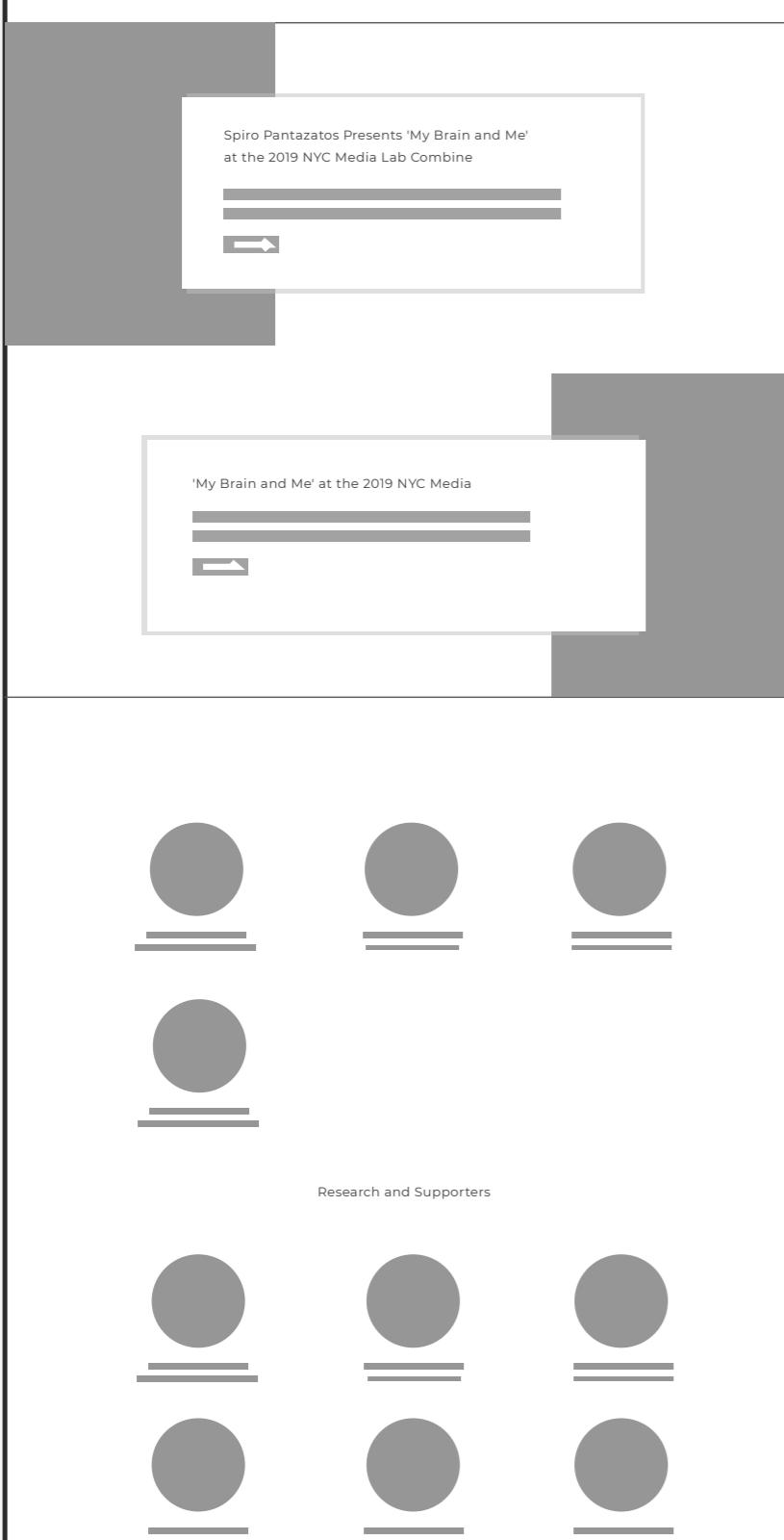
 New York State Psychiatric Institute

**NYC MEDIA LAB** 

COLUMBIA UNIVERSITY MEDICAL CENTER

# New landing page





Spiro Pantazatos Presents 'My Brain and Me' at the 2019 NYC Media Lab Combine

April 26, 2019

Dr. Spiro Pantazatos, PhD, Associate Professor of Clinical Psychology in Psychiatry, presented his latest project, My Brain and Me, at the 2019 NYC Media Lab Combine (Savvy Stage). He spoke with attendees about how his research helps to "Cognize Psychiatry," his My Brain and Me project, and the experience at the NYC Media Lab Combine.

[Read Article](#)

**My Brain and Me**

Version 1.0.0

Our project will help you and yourself like never before, find in this platform, where you can, interact, follow, and engage discoveries that will ease the burden of physical and mental illness.

[View Project](#)

**Our Team**

Spiro Pantazatos, PhD  
Position Title

Katie Surrence, MS  
Position Title

Mike Schmidt, PhD  
Position Title

**Designer**

Bashe Mahajan, MA  
Position Title

**Collaborators**

Spiro  
Position Title

Spiro  
Position Title

Spiro  
Position Title

# Login and signup forms

**User Registration**

Email Address

Password

Retype Password

**User Login**

Email Address

Password

Remember Me

Don't have an account yet? [Create a new account](#)  
Forgot your password? [Reset your password](#)

**User Profile**

First Name

Last Name

Sex

Date of Birth (mm/dd/YYYY).

New User? Please Sign up

Email

Password

Retype Password

Already have an account? [Login](#)

Login to your account

Email

Password

Remember me

Forgot password? [Click here](#)  
Are you new here? [Create an account](#)

Create your Profile

First Name

Last Name

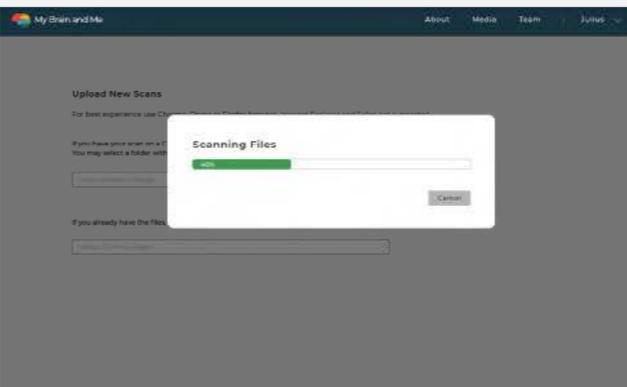
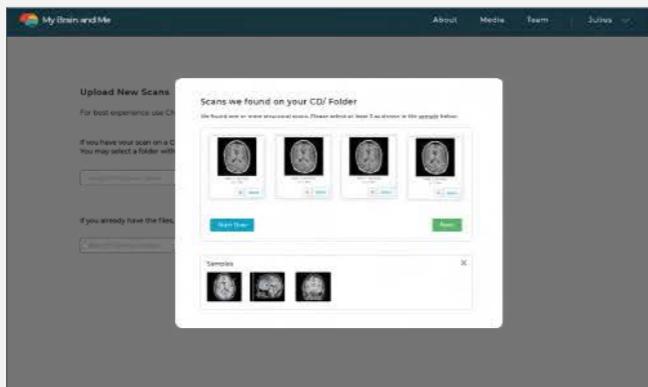
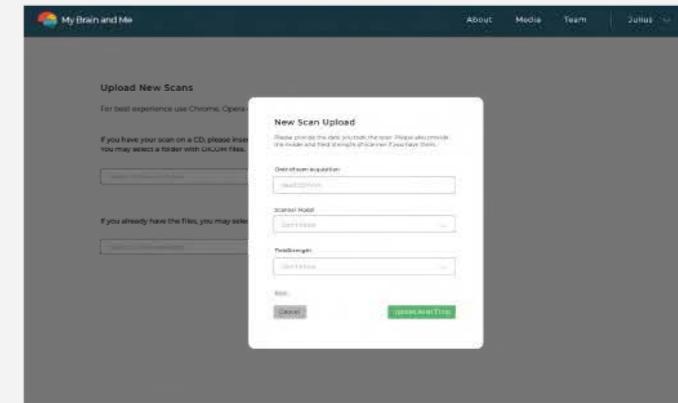
Sex

Date of Birth

[Skip](#)

# Scan upload process

## Upload scan process



# Demo day

NYC Media Lab



Photo Credit: Craig Warga Photography

## **Development**

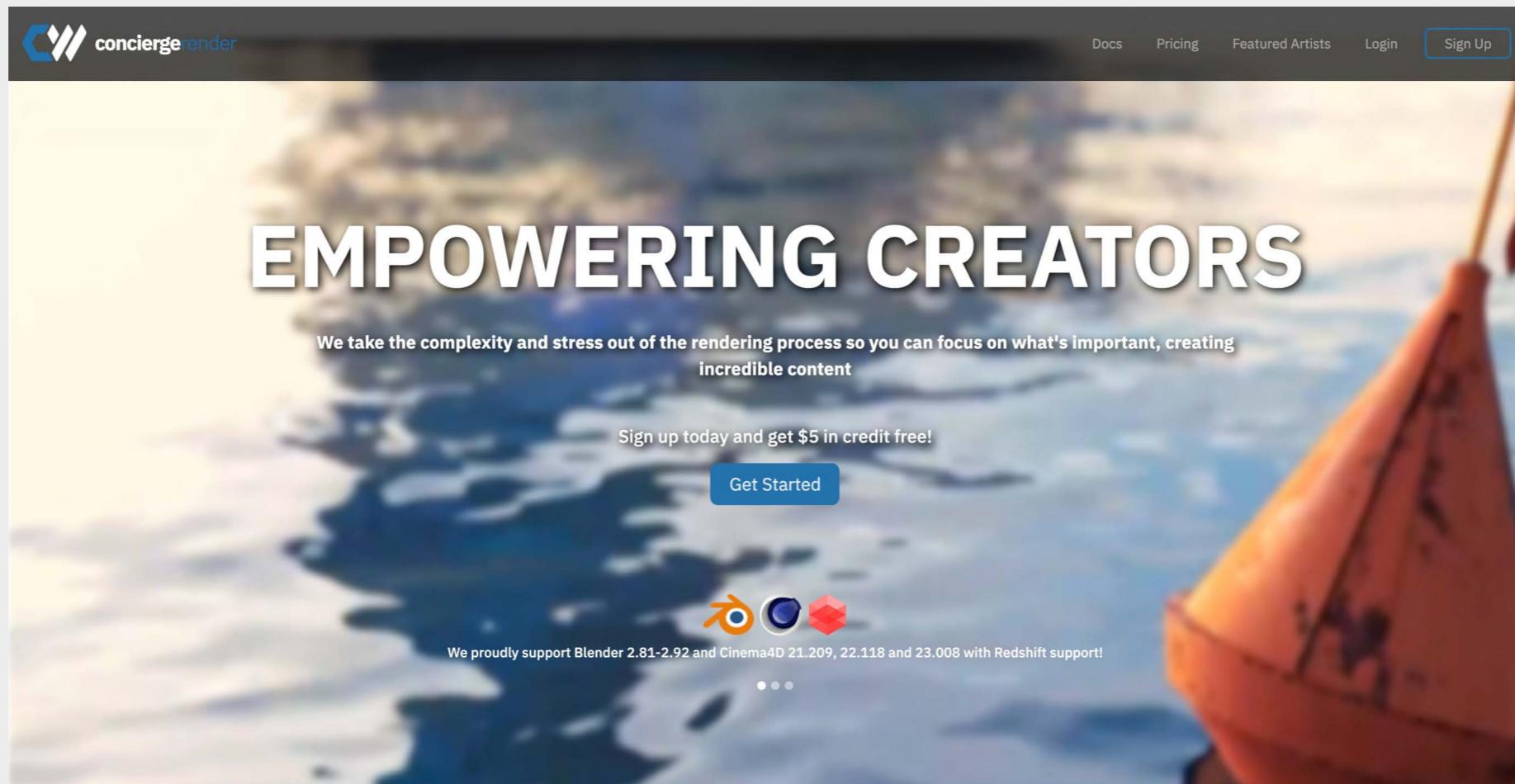
I coded the site in html and CSS, with help from other team members on the backend. We finished the site in four days, just in time for the NYC Media Lab Combine Demo Day, which was a big success.

## **Summary**

This project's execution was straightforward, with pre-defined problems. However, I wish we had more time to devote to usability testing and gathering user input on the UI. Every project has constraints, and finding a solution within those constraints is what keeps the process fresh and motivates us to push our own limits.

# Concierge render

www.conciergerender.com



# **Context**

oncierge Render is a cloud rendering GPU farming platform, its parent company is CoreWeave.

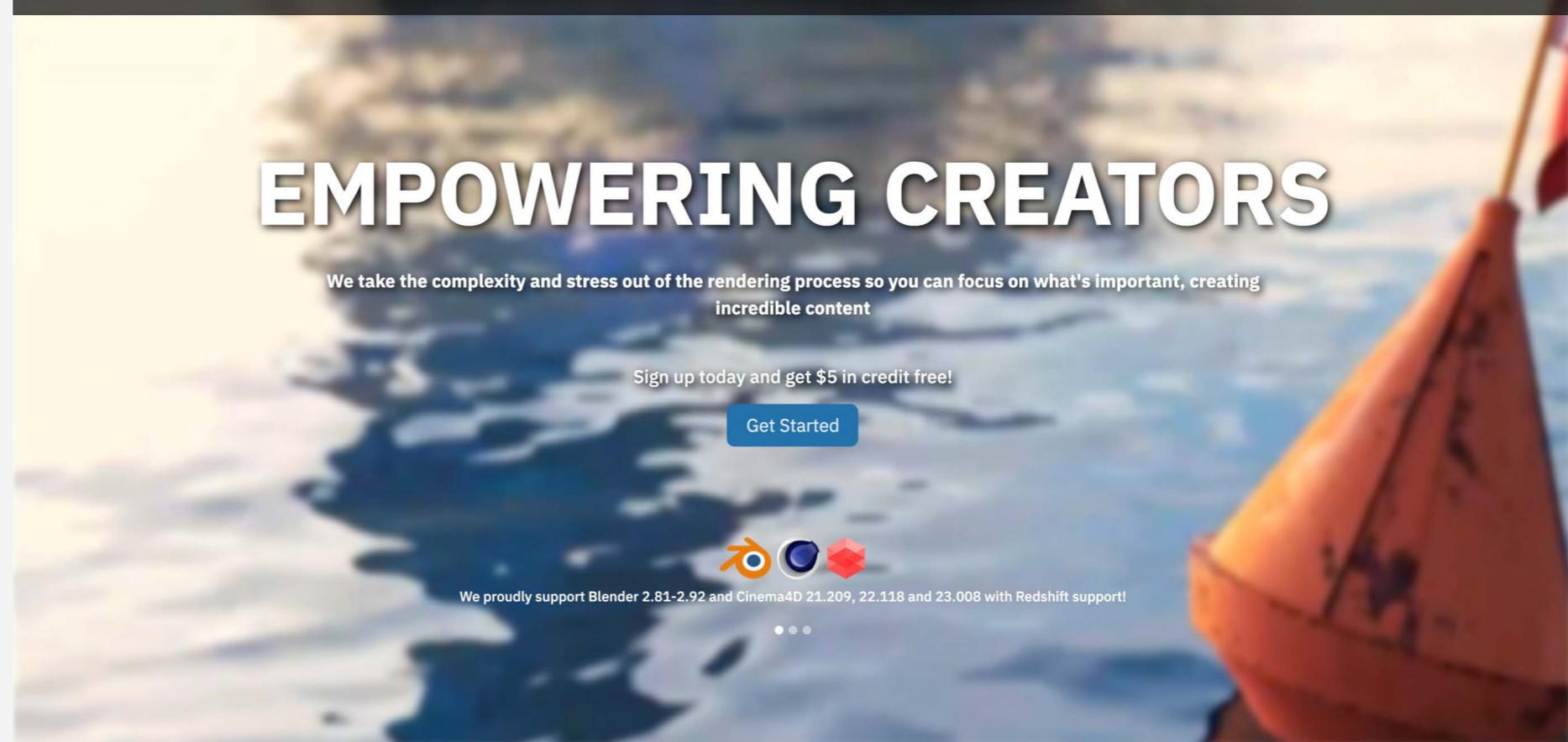
## **My role**

- Rebrand website

## **Design process**

- Receive assets from the designer consultant
- Consult with stakeholders about any required updates
- Build the site collaborating with the back-end developer
- Design visuals for marketing

# Development



# EMPOWERING CREATORS

We take the complexity and stress out of the rendering process so you can focus on what's important, creating incredible content

Sign up today and get \$5 in credit free!

[Get Started](#)

We proudly support Blender 2.81-2.92 and Cinema4D 21.209, 22.118 and 23.008 with Redshift support!



## Near Unlimited Capacity

Render any project on over 500 NVIDIA GPUs simultaneously.

Concierge Render allows you to render animations in parallel on up to 64 nodes, harnessing the power of over 500 GPUs per job at prices as low as \$0.35 per GPU per hour.

Need more nodes? Just ask! With over 40,000 GPUs available, we can meet any project size and deadline.

The image shows a dark-themed website for a rendering service. A central modal window is open, prompting for login information. The modal has a white background and a close button ('X') in the top right corner. It contains fields for 'Username' (with 'Barsha' entered) and 'Password' (represented by a series of dots). Below the password field is a large blue 'Sign In' button. Underneath the sign-in area are two links: 'Don't have an account? Create an Account' and 'Forgot your password?'. The background of the page is dark with faint, semi-transparent text overlays: 'With an easy to use in...' on the left and 'rendering in just a few' on the right. At the bottom of the page, there is a banner stating 'We proudly support Blender 2.81-2.92 and Cinema4D 21.209, 22.118 and 23.008 with Redshift support!' followed by three small circular navigation icons.

A 3D rendering of a robot character, possibly a render test or a promotional image. The robot has a metallic, reflective body with glowing green eyes and a small antenna-like sensor on its head. It is shown from the waist up, holding a cylindrical object in its right hand. The background is dark, making the robot stand out.

Artist - Julio Cesar Benavides Macias

We proudly support Blender 2.81-2.92 and Cinema4D 21.209, 22.118 and 23.008 with Redshift support!

**CPU Servers**

starting at  
**\$0.85**

per server per hour

---

**Up to 4,608 CPU cores per job**

 New addition to our service

Intel XEON render optimized servers

Options with up to 248GB of System RAM per server

10Gbps connectivity

**Less than \$0.01/GHz hour**

Remove cluttered text

**CPU Servers**

starting at  
**\$0.85**

per server per hour

---

**Up to 4,608 CPU cores per job**

 Intel XEON render optimized servers

Options with up to 248GB of System RAM per server

10Gbps connectivity

**Less than \$0.01/GHz hour**

New

Ad Design for facebook and twitter

The images were provided by the creator



Ad showing the simplicity of the platform



Ad Design for instagram



# **Thank you!**

You can view my website at [www.baarshaa.com](http://www.baarshaa.com)

[barsha.mhr@gmail.com](mailto:barsha.mhr@gmail.com)

+347 656 1805