


Pravisti Shrestha

UX/UI Designer

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Summary

I am a UX/UI designer committed to crafting design solutions rooted in an understanding of human engagement and art. My process is influenced by my history of marketing in the gaming industry and my personal artistic background. I strive for effortless and engaging user experiences.

Education

Bloc.io | UX/UI Design and Front-End Dev Apprenticeship |
Sep '15 - May '16

University of DC | BBA | May '12

Experience

UX/UI Design Apprenticeship

Sept 2015 to May 2016

Bloc.io, San Francisco

Completed 500+ hour project-based online bootcamp under mentorship of accomplished web design professionals

Crafted user surveys and conducted interviews for creation of personas, user stories, user requirements and user flows

Built and distributed prototypes (clickable and html/css/js) of responsive web apps

Conducted user testing and iterated feedback

Created and developed brand identities-brand name, logo and style guide

Community Manager

Nov 2013 to May 2015

Elgato Systems LLC, San Francisco

Developed social media campaigns and marketing strategies for GameCapture, Elgato's flagship product

Managed sponsorships with celebrity gamers, coordinated cross-platform promotions with industry leaders such as EA Games, 2K and Twitch

Mentored junior staff on Elgato's social media style guide and publishing guidelines

Performed market research and conducted competitive analysis

Social Media Coordinator

June 2012 to Oct 2013

Elgato Systems LLC, San Francisco

Social Media Marketing, including the creation, management and growth of Elgato's online presence

Worked with the Marketing and Sales team to plan company's online and offline presence at key industry events

Represented company at conferences and sales demonstrations

Toolset

UX Design

User Survey	Sketching
User Interview	Wireframing
Personas	Mockups
Competitive Analysis	Prototyping
User Story	Usability Testing
Content Analysis	Typography
User Flow	Branding

Design

Adobe Photoshop	Google Forms
Adobe Illustrator	UsabilityHub
Adobe InDesign	UserTesting.com
Sketch 3	
InVision	
Balsamiq	

Web Development

HTML	Github
CSS	Jekyll
Javascript(basic)	Bootstrap

Interests

Sketching	Existentialist Literature
Thriftig	Sci-Fi
Alan Watts	Outdoor Adventures