

# Prinsa Ghimire

## UI/UX Designer

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### SUMMARY

UI/UX Designer with 4+ years of experience crafting user-centered designs, from startup innovations to large-scale enterprise solutions. Expertise in user research, wireframing, prototyping, and utilizing AI and front-end technologies to optimize user experience. Skilled in collaborating with cross-functional teams to deliver impactful design solutions.

### WORK EXPERIENCE

#### Graduate Assistant. Part-time

August 2024 - Present

East Tennessee State University / Johnson City, Tennessee

- Design instructional content that aligns with the UIT website's aesthetic, optimized for all device formats.
- Co-designed and developed a customized ticketing system for ETSU ITS, **reducing ticket handling time by 50%** and streamlining IT workflows with features like asset tracking, mobile access, and multi-user assignment.

#### UI UX Designer. Full-time

February 2024 - July 2024

Heubert Technologies / New South Wales, Australia

- Designed wireframes, user stories and mockups for a CRM at Expert Education Visa Services (Sydney) collaborating with cross-functional teams and **boosted user involvement by 50%** through weekly sprints.
- Iterated UI/UX design solutions with a focus on problem-solving, analytical thinking, and consistency, while documenting processes and presenting product design case studies to stakeholders.

#### Lead UI/UX Designer. Full-time

December 2022 - February 2024

Pagoda Labs / Lalitpur, Nepal

- Led UX research and user testing to refine branding and **accessibility across 15+ websites** and **three in-house ERPs, including Nepal's largest car dealer management system**.
- Supervised junior designers, providing guidance on design fundamentals, collaboration, and design workflows, fostering an eagerness to learn and create.

#### UI/UX Designer. Full-time

August 2022 - December 2022

Clock B Business Innovations / Kathmandu, Nepal

- Translated business requirements into UI/UX designs by creating user flows, wireframes, and prototypes for an **investment portal used by 100+ partners**.
- Applied design processes to deliver user-centered designs, focusing on detail, typography, and visual hierarchy, resulting in a **20% increase in task completion** and user engagement.

#### Designer. Full-time

December 2020 - August 2022

Uptechsys Pvt. Ltd / Kathmandu, Nepal

- Collaborated with design, development, and marketing teams to create user-centered strategies aligned with branding, design systems, and accessibility standards.
- Ensured cohesive design through attention to detail, typography, visual hierarchy, and effective communication, showcasing a strong portfolio of digital projects.

### EDUCATION

#### Masters in Information Systems (User Experience Engineering)

August 2024 - May 2026

East Tennessee State University / Johnson City, Tennessee

**Honors:** Graduate Assistant, Full Scholarship, GPA: 4

#### Bachelor's in Computer Science and Information Technology

November 2017 - October 2021

St. Xavier's College | IOST | Tribhuvan University | Kathmandu, Nepal

**Honors:** The FR. Martin P. Coyne, S.J. Memorial Award for Outstanding Moral Uprightness | Partial Scholarship Holder

### SKILLS

User Research, Prototyping, Wireframing, Visual Communication, Usability Testing, Accessibility Design, Information Architecture, Design Systems, Psychology, Qualitative & Quantitative Research, Figma, Adobe Creative Suite (XD, Illustrator, Photoshop, Premiere Pro, After Effects), Front-end (HTML, CSS), Visual Studio, Microsoft Office Suite, Analytics Tools (Google Analytics, Adobe Analytics), Collaboration, Problem-Solving, Stakeholder Management