

Sandeep Shrestha

Professional Profile & Background Document

Executive Summary

Sandeep Shrestha is a multidisciplinary digital professional based in Bharatpur, Narayani, Nepal, specializing in digital marketing, UI/UX design, and frontend web development. With a strong technical foundation from Tribhuwan University and hands-on experience managing multiple concurrent client projects, Sandeep combines strategic marketing expertise with advanced design and development capabilities. Currently managing diverse projects across social media, content strategy, and product design while actively developing React and modern web technologies proficiency.

Personal Information

Name: Sandeep Shrestha

Location: Bharatpur, Narayani, Nepal

Primary Email: sandipstha88@gmail.com

LinkedIn Profile: linkedin.com/in/sandeepshrestha319

Professional Role: Digital Marketing Manager | UI/UX Designer | Frontend Developer

Professional Experience

Current Positions & Active Clients

Sandeep currently manages multiple concurrent projects for diverse clients:

- Eksana - Social media strategy and content management
- Botel - UI/UX design and brand development
- Rewoz - Digital marketing and platform optimization
- Bellhop Express - Content strategy and social media management
- Opal Consulting - Web development and design consultation

Core Responsibilities Across Projects

Digital Marketing & Social Media:

- Social media content planning and execution strategy
- Campaign strategy and performance optimization
- Meta Ads Manager campaign management and analysis
- Instagram and LinkedIn content creation and scheduling
- Brand building and community engagement

UI/UX Design:

- Web and mobile application interface design
- User experience research and optimization
- Design system creation and implementation
- Prototyping and interactive mockups in Figma
- Design-to-development handoff and collaboration

Frontend Development:

- React component development and architecture
 - Tailwind CSS styling and responsive design
 - JavaScript and TypeScript implementation
 - Git version control and collaborative workflows
 - API integration and technical documentation review
 - Project management and client communication
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Education

Tribhuwan University

Advanced Manufacturing Specialization

Technical foundation with focus on manufacturing systems and technical innovation

Technical Skills & Expertise

Programming & Development

Languages & Frameworks:

- React (primary framework with hooks and form management expertise)
- TypeScript (modern type-safe JavaScript)
- JavaScript (ES6+ syntax and modern patterns)
- Tailwind CSS (responsive design and utility-first styling)
- Git (version control and collaborative development)

Development Tools & Platforms:

- VS Code (primary code editor)
- Command line and terminal workflows
- API integration and REST client usage
- Component libraries and modern development patterns

Design Tools & Software

Primary Design Platforms:

- Figma (UI/UX design, prototyping, and design systems)
- Untitled UI components (dashboard and interface design)
- Pictogrammers (icon libraries and management)

Digital Marketing & Strategy

Marketing Platforms & Tools:

- Meta Ads Manager (campaign creation and optimization)
- Instagram (content creation, scheduling, and analytics)
- LinkedIn (professional networking and content strategy)
- Google Suite (analytics, docs, and collaboration)
- Trello (project management and task organization)

Expertise Areas:

- Social media marketing strategy and execution
- Content marketing and brand strategy
- Digital advertising and campaign management
- SEO basics and organic growth strategies
- E-commerce and platform expansion
- Analytics interpretation and performance optimization

Additional Tools & Platforms

AI & Generative Tools:

- Google Gemini (AI ideation and image generation)
- Gemini Pro API integration and CLI usage
- ChatGPT (content ideation and problem-solving)
- NotebookLM (research organization and note-taking)

Other Platforms:

- Google Cloud Console (API management and configuration)
- Homebrew (package management for macOS)
- pnpm (Node package manager)

Current Learning & Skill Development

Sandeep is actively pursuing professional growth in several areas:

1. Advanced frontend development with React hooks and form management
 2. Tailwind CSS mastery for production-ready styling
 3. UI/UX design best practices and accessibility standards
 4. SEO optimization and organic growth strategies
 5. E-commerce platform development and expansion
 6. Video production and content direction for social media
 7. Project management workflows and team collaboration
 8. Legal tech platform development (demonstrated by work on MyLeanLaw project)
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Lifestyle & Working Habits

Professional Habits

Communication & Collaboration:

- Regular email communication via Gmail
- WhatsApp messaging for quick client and team updates
- Google Meet and Microsoft Teams for video conferencing
- Slack for team communication and coordination
- Web WhatsApp for accessibility during work hours

Workflow & Tools:

- Daily use of design and development tools
- Active social media management and content scheduling
- Frequent API integration and technical documentation review
- Git workflow for version control and collaboration
- Regular use of AI tools for ideation and problem-solving
- Daily presence on GitHub for code repository management

Health & Fitness

Physical Activity:

- Regular gym workouts and fitness training
- Trekking in Annapurna region (major interest)
- Active hiking and outdoor exploration
- Working from desk most of the day with minimal movement

Health Considerations:

- Neck sprain from prolonged sitting (ongoing management)
- Inner arch pain in right foot for several months
- Prioritizing ergonomic setup and movement breaks

Travel & Leisure

Interests & Activities:

- Travel planning and exploration
- Trekking expeditions in Nepal's mountain regions
- Movie and series streaming in leisure time
- Social media content creation and portfolio building
- Gaming and entertainment
- Reading business and professional development materials

E-commerce & Shopping:

- Online shopping via Daraz and Hamrobazar (local platforms)
- Tech gadget research and purchasing
- Consumer electronics evaluation before buying
- Preference for quality and value assessment

Online Presence & Social Media

Active Platforms

Platform	Focus	Activity
LinkedIn	Professional Networking	Profile: sandeepshrestha319
Instagram	Visual Content	Content creation and client management
GitHub	Code Repository	Project management and collaboration
Pinterest	Design Inspiration	Reference and ideation
YouTube	Learning	Skill development and research
Reddit	Community	Professional discussions and learning
Threads	Social Engagement	Platform exploration

Table 1: Active online platforms and primary focus areas

Recent Projects & Initiatives

Web Development Projects

Legal Tech Platform - MyLeanLaw

- API testing and integration work
- Frontend development and testing (api-test.myleanlaw.co)
- Production deployment (test.myleanlaw.co)
- Technical implementation and quality assurance

Dashboard Development

- Exploration of Untitled UI component library
- Dashboard design and implementation
- CLI tools installation and configuration
- Advanced layout and interactive component development

Portfolio & Design Projects

- AI chatbot-style portfolio for UI/UX designer (recent)
- Design system exploration using Figma
- Component library evaluation and implementation

API & Tool Integration

- Google Gemini API integration with free API keys
 - Gemini CLI installation and management via Homebrew
 - Gemini Pro image generation for projects
 - Google Cloud Console configuration and management
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Areas of Expertise

Demonstrated Expertise

1. Social media marketing and content strategy (multi-platform)
2. UI/UX design principles and modern design tools (Figma)
3. Frontend development with React and Tailwind CSS
4. Content marketing and brand building
5. Digital advertising and campaign optimization
6. Project management and client communication
7. Technical integration and API management
8. Cross-functional team collaboration
9. Problem-solving and creative ideation

Professional Strengths

- **Multidisciplinary Approach:** Seamless integration of design, development, and marketing perspectives
 - **Client Management:** Successfully juggling multiple concurrent projects
 - **Technical Proficiency:** Strong hands-on development and design capabilities
 - **Continuous Learning:** Actively expanding skills in emerging technologies and methodologies
 - **Community Engagement:** Active participation in professional networks and learning communities
 - **Adaptability:** Quick adoption of new tools and platforms (Gemini API, Untitled UI, NotebookLM)
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Technology Stack Summary

Frontend Development Stack

- **Framework:** React (with hooks, TypeScript)
- **Styling:** Tailwind CSS
- **Language:** JavaScript/TypeScript (ES6+)
- **Version Control:** Git
- **Package Management:** pnpm
- **Development Environment:** VS Code
- **Testing & Deployment:** Firebase, Render, Vercel

Design Stack

- **Primary Tool:** Figma
- **Component Libraries:** Untitled UI
- **Icon Library:** Pictogrammers
- **Prototyping:** Figma interactive components

Marketing & Business Tools

- **Meta Ads Manager:** Campaign management
- **Google Suite:** Analytics, Docs, Drive
- **Project Management:** Trello
- **Communication:** Gmail, WhatsApp, Slack

AI & Emerging Tools

- **Google Gemini:** API integration, CLI, image generation
- **ChatGPT:** Ideation and content creation
- **NotebookLM:** Research management

Career Objectives & Growth Path

Short-term Goals (6-12 months)

- Deepen React development expertise with advanced patterns
- Achieve Tailwind CSS mastery for production-ready applications
- Build portfolio of complex UI/UX projects
- Expand legal tech platform development experience
- Develop video production and content direction skills

Medium-term Goals (1-2 years)

- Establish expertise in full-stack web development
- Build reputation as specialized UI/UX designer-developer
- Expand e-commerce and platform development capabilities
- Develop team leadership and project management skills
- Create industry-recognized projects and case studies

Long-term Vision

- Build scalable digital products and platforms
 - Lead cross-functional teams in design and development
 - Mentor junior developers and designers
 - Establish thought leadership in digital marketing and design
 - Create sustainable, high-impact digital solutions
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Conclusion

Sandeep Shrestha represents the modern multidisciplinary digital professional—equally comfortable with design tools, frontend code, and marketing strategy. With a foundation in technical education and demonstrated expertise across multiple domains, Sandeep combines strategic thinking with hands-on execution. Currently managing diverse client projects while actively pursuing continuous skill development, Sandeep is positioned for significant growth in digital product development, design, and technology leadership.

The combination of technical skills, design proficiency, marketing acumen, and proven project management capabilities makes for a well-rounded professional ready to tackle complex digital challenges and contribute meaningfully to high-impact projects and teams.

Document prepared based on professional profile, work history, technical skills assessment, and project portfolio. Updated: November 2025