

Sanjay Shrestha

Full-stack Designer, HFI CUA™



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About Me

Full-stack designer, Certified Usability Analyst (CUA™) by HFI and a Nepalese, have around ten (10) years of experience in UX/UI Design and UI Development, been with start-ups to large tech companies, created huge impact on leading product definition and development, improving user-experience in B2B and B2C software products.

Skills

Specialties	UX research and analysis, Requirement analysis, Competitive analysis, IA, IxD, Prototyping, Stakeholder Interview, User-centric clean & modern visual design, Web accessibility, Usability testing, A/B Testing, Heuristic Analysis, UI Development, SEO, powerpoint/keynote presentation
Data Analysis	FullStory, Hotjar, VWO, Google Analytics
PM Tools	Axosoft, Basecamp, Asana, Jira
Graphics Software	Sketch, Figma, Photoshop, Illustrator, Balsamiq, Axure RP, InVision, Moqups
Languages	(X)HTML 4/5, CSS2/3, Sass/SCSS, LESS, JavaScript, Jade, Haml
FED Frameworks	Material Design, Bootstrap, Foundation, jQuery, jQueryUI, jQuery Mobile
Dev Tools	Grunt, Gulp, Webpack, YEOMAN, Bower
VCS	Git, SVN, TFS
Methodologies	Atomic Design, OOCSS, SMACSS, BEM, DRY, KISS

Selected Projects

UX (Research & Analysis)

- [Avira Antivirus | Wireframe](#)
- [Avanade | Wireframe](#)
- [Invoice App](#)
- [Smart Class Schedule](#)
- [HR Dashboard](#)
- [Nepal PMO | Wireframe](#)
- [Bifrost](#)
- [Zero Meetings | Wireframe](#)

Mobile App/Websites projects

- [What the Score - Sports App](#)
- [Get a Cab - Cab Booking App](#)
- [Futnotes - Sports App](#)

Wireframes

- [Pagevamp Inc \(Frontend and Backend\)](#)
- [Zero Meeting - Meeting web app](#)

UI Design & Development projects

- [Flash Pack](#)
- [Pagevamp Inc](#)
- [Singapore Government Provident Fund](#)
- [Mage Security Council](#)
- [Dashboard UI](#)
- [Website Theme Design](#)

Logo Design

- [Innova Consulting](#)
- [Magesec.org](#)
- [Mojo Stratus](#)
- [Vintuna Creatives](#)

Giveaway

- [MM18NYC - Swag Bag](#)
- [MM18NYC T-shirt](#)

Flyers

- [Commerce Hero - Product Marketing](#)
- [Magento Security Council - Marketing](#)
- [MageMojo - Product Marketing](#)
- [Nomad Mage - Website Marketing](#)

Event Badge Design

- [Meet Magento 2017 NYC](#)

Ads Design

- [Google Ads for Magemojo](#)
- [Facebook Ads for Magemojo](#)

Poster Design (Typographic)

- [Wall stickers](#)

Visiting Card Design

- [Evolve fashion house](#)
- [Sanjay Shrestha - Freelancer](#)

Work History

June 2016 – till date (Freelance)

UX Architect / UI Developer

MageMojo LLC., Pittsburgh, United States (<https://magemojo.com>)

Roles and Responsibilities:-

- Brainstorm, research, wireframe, design and refine user experiences
- Work closely with product managers and the engineering team to create simple, easy-to-use products
- Provide multiple types of deliverables, including wireframes, workflow diagrams, interactive demos, and final mockups
- Create, improve and extend designs for MageMojo's Products
- Maintaining UX and UI end of MageMojo's Website and Knowledge Base
- Website Maintenance and Events branding
- Graphics Design
- Designing and Development of Responsive Email Templates for Campaigns.
- Front-end Development

Feb 2018 – Oct 2018 (Full time)

Product Manager & UX Lead

WhiteHat Engineering Inc (<https://whitehatengineering.com>)

Roles and Responsibilities:-

- Project Management with AGILE (Scrum)
- Ensuring the ongoing growth and motivation of the business by creating concepts and ideas for increasing revenue
- Active participation in brainstorming sessions for client campaigns and Marketing Eye strategies
- Playing a key role in the design lifecycle, from brief through to design and release/implementation
- Ensuring all designs work across all browsers and on all devices
- Developing specifications for designs to determine their feasibility.
- Usability Testing and identify any technical problems
- Social networks design and development
- Online marketing as required
- Assist in the development of marketing campaigns as required

Jan 2017 – Jan 2018 (Full time)

UX Architect

Pagevamp Inc., Kathmandu, Nepal (<https://pagevamp.com>)

Roles and Responsibilities:-

- UX Research and Analysis
- User/Stakeholder interviews
- Documentation
- Wireframing and Prototyping
- Visual Design
- Data Analysis
- A/B Testing
- Front-end development using HTML, CSS and JavaScript/jQuery.

June 2014 – July 2016 (Full time)

UX Consultant – UX/UI Development

Microsoft R&D Pvt. Ltd., Hyderabad, India (<http://www.microsoft.com>)

Roles and Responsibilities:-

- Actively engaging in UX/UI analysis and Usability.
- Front-end Development with HTML(5), CSS(3) and JavaScript/JQuery.
- XAML App development
- Working on ASP.NET MVC Platform.
- Developing prototypes based on Bootstrap framework.
- Working with LESS/SASS CSS preprocessor.
- Working with Grunt and its counterpart.

April 2013 – May 2014 (Full time)

Sr. Front-end Developer

TQID (Top Quality Internet Development), KTM, Nepal (<http://www.tqid.com>)

Key Accomplishment:-

- Handled a dev team and was the in-touch person for any front-end related issues.
- Started the UX approach for Web and Software development.
- Started using Grunt, SASS and LESS CSS for the front-end development project.
- Developing prototypes based on Bootstrap framework.
- JQuery Mobile app development.

June 2012 – March 2013 (Full time)

UX/UI Designer cum Front-End Developer

Neudesic Technologies, Bangalore, India (<http://www.neudesic.com>)

Key Accomplishment: -

- Worked on a large project in .net platform using Bootstrap Framework and LESS CSS.
- Gained experience in the AGILE development process with a distributed team across the globe.
- Gained experience in various aspects of User Experience Fundamentals - Requirement Analysis, User Profiling/Grouping, Personas, Task Analysis, Wireframes, Prototyping, Usability Testing

Aug 2011 – May 2012 (Full time)

UI Designer/Front-End Developer

Software And Mine Pvt. Ltd., KTM, Nepal (<http://www.andmine.com>)

Key Accomplishment:-

- Gained experience with RWD (Responsive Web Design).
- Worked on several Responsive websites using Twitter Bootstrap and coding from scratch with full browser compatibility.
- Gained experience in Bigcommerce template customization.
- Started a new process to design Mobile Sites/Apps based on jQuery Mobile.
- Known as a kick-ass UI designer and CSS Ninja.

July 2010 - Aug 2011 (Full time)

UI Designer/Front-End Developer

Crossover Web Solution, KTM, Nepal (<http://www.crossovernepal.com>)

Key Accomplishment:-

- Gained experience in HTML5/CSS3 with pixel perfect coding.
- Gained experience in Wordpress template customization.
- Worked on lots of EDM projects.
- Designed UIs for several popular US, AU and UK brands.
- Gained experience on customizing JQuery Plugins.

Education

2009 - 2012	Bachelor in Humanities – BA (English Literature and Social Science) Tribhuvan University (TU), Kathmandu, Nepal
2006 - 2008	10 + 2 (A level equivalent - English Literature and Social Science) Higher Secondary Education Board (HSEB), Kathmandu, Nepal

Languages

Excellent in English, Fluent in Hindi, Nepali (Native), Newari (Mother Tongue)