

Abishek Gyawali

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Experience

Co-Founder / Product Manager / UX Designer

Nepali Things | Oct 2021 - Present

- Led workshops on User Design Principles, focusing on user interaction flow, wireframes, user stories, user journeys, prototypes, and user content interaction to develop the final solution for the end user.
- Performed usability testing, competitor analysis, heuristic evaluation, stakeholder interviews, persona creation, wireframes, and high-fidelity prototypes.
- Created a research report with an overview of the UX design process, style guide and web content standards to advocate the importance of design thinking across teams
- Implemented card sorting, tree testing, A/B experimentation, accessibility analysis, and heuristic evaluations to enhance the web's user experience and usability, which increased the checkout process by 85%.
- Collaborated with cross-functional teams to develop a user-friendly interface that resulted in a 45% increase in website traffic and a 95% improvement in organic search ranking.

Junior UX Designer

The Edge Fitness Club |Contract | Aug 2022 - Oct 2023

- Performed competitor analysis, A/B testing, persona creation, and UX strategy .
- Developed wireframes, journey maps, and qualitative and quantitative research along with high-fidelity prototypes using Sketch, Adobe XD, Invision, and Adobe Creative Suite..
- Collaborated with senior designers and developers to revamp and optimize the gym's website, implementing responsive design principles and ensuring brand alignment.

Junior UI/UX Designer and Marketing Associate

Jackson's Hardware Inc | June 2021 - July 2022

- Led workshops on design thinking, user experience principles, user stories, user flows, and user journey maps fostering a shared understanding and resulting in a more cohesive final product.
- Conducted comprehensive user research using various methods including user interviews, surveys, and usability testing, leading to a 60% increase in understanding of user behavior and preferences.
- Revamped the company website's user interface using Figma and Adobe XD, with major focus on graphic elements like menus, accordions, and widgets resulting in a 50% higher click-through rate and improved overall website performance.
- Enhanced engagement by 30% and increased conversion rate by 40% through the design of over 1000+ print and digital/social media ads using Adobe Creative Suite..

Teaching & Pro-Bono

Lead Designer and Trainer

thewidezone.org | January 2018 - Present

- Designed posters, banners, event flyers, and marketing materials using Adobe Creative Cloud during the events.
- Led a team of 7 people on changing the User Experience of the website by conducting user research, usability testing, and heuristic evaluations

Graduate Teaching Assistant

Lincoln University | January 2018 - Dec 2020

- Collaborate with professors introducing students to the theory and practice of digital marketing and research.
- Identified the need for University Publication, and Initiated Lincoln Chronicle as Multimedia Editor and Designer, leading a team of 4 students after meeting with school management and the library department.

Workshop Leader & VP Marketing and Communications

AIESEC International | March 2016 - March 2017

- Led workshops on personal and team building which focused on Marketing and Branding for 30 participants
- Led workshops on creating marketing strategies to run foreign exchange programs and improving the education sector in Nepal in collaboration with the Local Government.

Education

Lincoln University, Oakland

MBA | 2018 - 2020

- Focused on digital marketing, marketing strategy, supply chain and business management
- Studied under 80% academic scholarship.

Pokhara University

BBA | 2011 - 2015

- Studied under full academic scholarship.
- Focus on Graphic Design, User Experience Design, Finance and Management

Google UX Design

Google UX Design Certificate |

- Learned design process from beginning to end : empathizing with users, defining their pain points, coming up with ideas for design solutions, creating wireframes and prototypes, and testing designs to get feedback .

Skills

Design

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · User Research · Competitor Analysis · Design Strategy · Stakeholder interview · Accessibility Analysis · Metric Analysis · Value Proposition · Card Sorting

Software

Sketch · Principle · Keyshot · Sharepoint · Keynote · Illustrator · Photoshop · InDesign · AfterEffects · Mural · Invision · Adobe XD · HTML · CSS · jQuery (working knowledge) · Figma · Revit · AutoCAD · Java Script · Dreamweaver

Visual Design

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design, Stylesheets and Guidelines

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · 3D printing · Laser Cutting · Nepali Fluency · Heuristic Analysis · Generative Ideation · Content Management System