

Pradeep Gurung

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Product UI/UX Designer, expert in creating experiences and interactions that delights the user. Quick to generate innovative ideas and develop customer-centred creative solutions to the problems. Enjoys being part of a cross-functional, versatile team and loves collaboration.

CAREER SUMMARY

Oct 2022 - Present

MOVIO • UX/UI Designer

movio.co

- Understand various users' psychology and personas as they relate to Movio's product suite through user research and data.
- Partner with Product to establish the strategic needs and problem statements driving Interface and data design.
- Gather and evaluate user requirements in collaboration with product managers and engineers. Communicate ideas, drafts and prototypes to internal stakeholders.
- Find creative ways to solve the big UX problems along with the detailed Interaction design that makes the difference between good and great.
- Conduct concept and usability testing and gather feedback from customers, as well as external and internal stakeholders.
- Develop wireframes, UI mockups and prototypes that illustrate how platforms function and appear, along with any design specs needed for hand-off to Engineering.
- Design graphic user interface elements. Define and enforce design systems that adhere to Movio's Brand Guide, and systemise other design elements as required beyond the Brand Guide.

Aug 2020 - Oct 2022

Xtracta • UX/UI Designer Your AI Data Engine

xtracta.com

- Communicate with clients, customer support team and marketing team to understand user needs.
- Perform UX Research, analyse data, ideate and provide solutions to user problem. Create interactive prototypes and present ideas to stakeholders.
- Create high-fidelity UI Designs, mockups, designs specs for existing/new features of the AI based OCR product.
- Collaborate with engineers, provide html/css and style guide of the design, hold design QA and sign-off.
- Perform social media marketing assets creation and dissemination.
- Leading the overall improvement of marketing websites including their structure, design, visual elements and back-end systems including CMS.

Jan 2020 - Jul 2020



tower.co.nz

- Follow design thinking + double diamond approach to build an impactful User Experience.
- Support UX teams to convert wireframes/sketches into final UI designs.
- Follow Tower brand guidelines to create UI assets that is consistent throughout websites, products and self-service portal.
- Maintain design system and add/edit UI components.
- Support UX lead to generate ideas to enhance and improve customer experience. Create animations and micro interactions in websites and product pages.
- Contribute on CRO by analysing data extracted from GA and hotjar. Building hypothesis, proposing change and validation with various KPIs.
- Collaborate with developers, product owners, project managers to discuss the feasibility of newly proposed design solutions.
- Work closely with development team in agile environment for smooth implementation of design components and its functionality.
- Test the implemented UI components in production/UAT to verify the change and provide design signoff.

2005 - 2019



Companies in Kathmandu, Nepal

- In Nepal, 10+ years of experience in various companies based in US, UK and Nepal. I worked on a different roles such as UI/UX Lead (Freelancer), Principal creative designer, Team lead (web design team) and graphics/web designer.
- Collaborate, communicate and execute various types of design projects. Work closely with leadership team, collaborate with developers, create html/css and front-end coding. Organisational brand design and assets creation. Lead a design team and mentor juniors.

SKILLS/TOOLS

- UX interaction design
- UI design
- UX research
- User testing
- Wireframes
- Interactive prototypes
- Adobe creative suite
- Figma, Sketch
- Invision app
- Advocate HCD principles
- Detailed oriented
- Independent
- Collaborative
- Communicative
- Deep thinker
- Problem solver
- Agile adopter
- HTML/CSS expert

EDUCATION

- PGDip in Information Technology
Auckland, New Zealand.
- Bachelor of computer application
Kathmandu, Nepal