

Ayush Bhusal

Address: Dantakali Marg-77, Ghattekulo-29, 44600, Kathmandu, Nepal

Phone: +977-9818494029 | **E-Mail:** ayushbhusal00@gmail.com | [LinkedIn](#) | [Portfolio link](#)

About

Experienced Web Designer with over 4 years of expertise in planning, designing, and developing engaging websites and apps focused on intuitive user interfaces and experience. Proficient in using text, pictures, animation, sound, to create design systems to manage a fast paced design teams and globally appealing web solutions.

Work Experience

Senior Web Designer, Niural Inc. | Nov 2022 – Present

- Designed user-centric web interfaces from scratch to production: [Niural App](#) and [Niural Landing Page](#)
- Documented information architectures, user flows, and research methodologies for positive team outcomes
- Streamlined Web3 and fiat payment integration for invoicing and global payroll systems
- Maintained a comprehensive design system for consistent UI
- Developed multimedia elements and UI components for the design system
- Collaborated with developers to optimize website performance and user experience
- Integrated Zendesk helpdesk portal for customer support
- Conducted user group sessions and performed A/B testing to gather actionable insights, identify product flaws, and evaluate design alternatives.
- Presented research-backed solutions that significantly improved user experience and interface performance, driving higher user engagement and satisfaction.

Web Designer, Infinity Digital Agency | Oct 2021 – Mar 2022

- Conceptualized and developed user-centered web interfaces, ensuring seamless navigation and visually appealing layouts by strategically applying color schemes, typography, and imagery to enhance the overall user experience.
- Delivered comprehensive feature plans, user interfaces, and experience flows for high-profile clients such as LifeCorpus, Antidote, and Hydrolink
- Designed and implemented a scalable design system that improved consistency across multiple projects, collaborating closely with developers to integrate and deploy the system using tools like Storybook.

Web Designer, The Vesper House Pvt. Ltd. | Jul 2020 - Apr 2021 (PS. Only have bank deposits from Feb 2021 - Apr 2021 | Taxes paid for Jul 2020 - Apr 2021)

- E-commerce platform to Shop the Best Wines Available in Nepal: [Vesper Fine Wines](#)
- Created a design system using WordPress, integrating essential tools to track and optimize the e-commerce experience by integrating tools like Google Analytics, Woo-commerce, and Semrush.
- I worked on integrating API's for local and international payments.
- I have developed and designed a database system to support complex queries and fast search operations.
- I worked with the team members to create visual content like images, animations, and marketing materials.
- New website deployment resulted in a 70% increase in sales and a 25% increase in user engagement.

Multimedia Designer, Prime International Pvt. Ltd. | Apr 2019 – Jan 2020

- Developed the company's portfolio website using PHP, HTML, and CSS, creating a static yet visually engaging and responsive online presence that effectively showcased the company's services and projects.
- Utilized CAD software such as 3DS MAX to create detailed product mockups and visualizations, providing clear design concepts and ensuring alignment with product goals before development began.
- Actively contributed to key design decisions by offering insights on the best approaches for product design, working closely with cross-functional teams to bring the design vision to life.
- Designed multimedia assets, including graphics, animations, and icons, that were used by the team to enhance both product design and brand identity, ensuring consistency and visual appeal across all platforms.

Associate Web Designer, OHO Digital Ventures Pvt. Ltd. | Apr 2018 – Jan 2019

- Created and Designed Assets for the Web. Worked on Illustrations, UX Flows, and generating frontend code for applications.
- Contributed to user research and user flow improvements and generated User Interfaces and components using Adobe XD.
- Led 2 projects Web design projects on departments for design and frontend.
- Created branding and video assets for application promotions and marketings.

Education

- **B.Sc. with Honors in Computing (Software Engineering), University of Northampton** | Sep 2016 - July 2019

Academic Honors: Passed with First Class Honors (A)

- **Advanced Diploma in Animation and Visual Effects, Maya Animation Academy** | Aug 2016 - Sep 2017

Professional Training: Passed with Grade A

Certifications

- Complete React Developer in 2022 (with Redux, Hooks, GraphQL) - Udemy
- The Complete 2022 Web Development Bootcamp - Udemy
- User Experience: The Beginner's Guide - IxDF
- Design For The 21st Century With Don Norman - IxDF
- Visual Design: The Ultimate Guide - IxDF

Technical Proficiencies

- **Programming Languages:** JavaScript (ES6+), HTML5, CSS3
- **Libraries & Frameworks:** React JS, Tailwind CSS, Three JS
- **Design Software:** Figma, Adobe XD, Sketch
- **Prototyping & Wireframing:** Figma, Adobe XD, Miro