

Aashutosh Poudel, Product Designer

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Experienced Graphic Designer transitioning into Product Design. Bringing advanced training in visual systems & brand design, now focused on UX strategy, user research, and product design. Proficient in Figma with hands-on experience in wireframing, prototyping, & usability testing through personal projects.

Education

Adv. Graphic Design (Fanshawe College) ON, Canada | Sep 2023 - Jul 2026

Diploma in Graphic Design (SAE Institute) Dubai, UAE | May 2021 - Apr 2022

Bachelor of Engineering in IT (NCIT, Kathmandu) Nepal | Sep 2018 - Sep 2020 (Incomplete)

Projects

Chess.com - Design & Research Project | Oct 2024 - Dec 2024

- Conducted user research and heuristic evaluation to identify key pain points and UX issues across the onboarding flow.
- Prototyped the onboarding experience into a streamlined path, reducing time to first gameplay by 50%.

Walter - Branding & Guidelines Project | Jan 2022 - Feb 2022

- Led the visual identity from concept to execution, translating the brand's values into a cohesive visual language.
- Developed a scalable brand system including a logo suite, typography, colour, and brand guidelines to ensure consistency across digital and print.
- Applied the new identity across 3 key touchpoints, creating a unified brand experience from launch to execution.

What If? - Multi-channel Visual System Campaign | Jun 2022 - Jul 2022

- Conceptualized and designed end-to-end visual campaigns for new product lineups for brands like Apple, Nike, Gucci, Coca-Cola, translating campaign strategy into a cohesive creative direction.
- Built scalable marketing and advertising assets that reached 205 views, extending the new visual identity to a broad audience.

Experience

Graphic Designer (Paradox) Jul 2022 - Aug 2023

- Designed on-brand social media assets for Instagram and Facebook to raise brand visibility across platforms, increasing engagement by 65%.
- Clarified project requirements and key design elements upfront to deliver final designs that met client expectations, reducing revisions by 60%.
- Translated client meetings and business needs into clear creative briefs, aligning deliverables with client goals and driving projects from concept to timely execution.

Solo Graphic Designer (Uptech Sys Ltd, Kathmandu) Feb 2018 - Feb 2021

- Shaped client objectives into multi-channel creative campaigns that strengthened brand consistency and drove a 35% increase in audience engagement.

- Managed design sprints and project timelines, incorporating client feedback through rapid iterations to deliver polished final assets on schedule while reducing revisions in each round of feedback.
- Built a scalable design system and reusable components to standardize visual execution across projects, cutting production time by 75%.

Skills

Design system, user flows & research, information architecture, ux strategy, wireframing and prototyping, responsive design, user research, design principles, heuristic evaluation, brand identity, creative concepts, content design, prompt engineering

Tools

Figma, Adobe Creative Suite (Ps, Ai, Id, Ae, Dn, Cc, Xd), Miro, Notion, Mobbin

Certifications

UX Design Professional Certificate (Google) | Oct 2023

Foundations of User Experience (UX) Design (Coursera) | Nov 2023