

RUBIN MAHARJAN

Senior Product Designer | B2B SaaS & AI | UX Strategy & Design

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rubinmaharjan

WORK EXPERIENCE

Senior Product Designer | DIVACS, Inc.

May 2024 - Present

- Led product design for a B2B value management platform from the scratch, including requirements gathering, creating reusable design system, conducting design sprints & creating rapid prototypes.
- Collaborated closely with the founders to understand and incorporate their brand values and messaging into the design, using comprehensive audits to identify specific areas for enhancement.

Senior UI/UX Engineer | LIS Nepal Pvt. Ltd.

Aug 2021 - March 2024

- Collaborated with cross-functional teams to design and deliver enterprise compliance software solutions for US-based companies.
- Mentored and upskilled junior designers through regular critiques and design direction, resulting in higher-quality deliverables and faster project turnaround.

Top Rated Freelance Web & UI / UX Designer | Upwork

Feb 2020 - Aug 2021

- Worked individually and collaboratively in global agile team to design SaaS, CRM and eCommerce products and services.
- Collaborated directly with CEOs of global growth startups to execute their vision, covering user experience design, brand identity, and technical marketing implementation.

UI/UX Designer | NSDevil (North Star Developer's Village)

Aug 2018 - Dec 2019

- Designed and prototyped an intuitive UI for a digital assessment tool serving 100,000+ students worldwide, using Axure RP to validate flows before development.
- Optimized user workflows and task completion through targeted usability testing and user feedback

Web Developer Trainee | Magdotnet

Nov 2017 - Jul 2018

- Maintained and optimized marketing websites for high-speed performance by leveraging a mix of premium Wordpress plugins and custom coding using HTML/CSS/JS and PHP.

EDUCATION

Kathmandu University

2012 - 2017

- BSc in Computer Science

SKILLS AND TOOLKIT

- Figma/Sketch/Axure
- Photoshop/Illustrator
- HTML/CSS/JS
- Tailwind/Shadcn
- Motion/GSAP
- Git/Jira/Asana/Clickup
- Framer/Webflow
- Stitch/FigmaMake