

Rubin Maharjan

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Senior product designer with 7+ years of experience across B2B SaaS, internal tools, enterprise products, and marketing websites. I am particularly strong in early-stage products, where teams need someone who can bring structure to ambiguity, simplify workflows, and move quickly toward clear, usable execution.

TECHNICAL SKILLS

Core Skills: 0-to-1 product design, MVP Design, Design system, Usability Testing, Frontend, Prototyping, Wireframing, User Flows, User Research, Visual Design

Tools: Figma, Framer, Webflow, Sketch, Adobe (AI, PS, ID), Protopie, HTML, CSS, JS

WORK EXPERIENCE

DIVACS Inc, Lead Product Designer **May 2024 - Present**

- Sole designer at a venture backed startup building an AI powered CRM from scratch.
- Worked with founders on requirements, feature prioritisation, and workflow decisions before design work began, contributing to product direction alongside the design execution.
- Designed and shipped a Framer marketing site with CMS support and lead capture.

LIS Nepal, Senior UI/UX Designer **Aug 2021 - Apr 2024**

- Designed compliance and regulatory software (role based dashboards, audit tracking, multi step approval workflows) for enterprise clients based in the United States.
- Owned end-to-end design work from requirement gathering and wireframes to usability testing, documentation, and handoff.
- Built a robust design system in Figma following atomic principles, with tokens, components, and variants that stayed in sync across product and marketing.

Upwork, Freelance UI/UX Designer **Feb 2020 - Aug 2021**

- Worked individually and collaboratively in global agile team to design SaaS, CRM and eCommerce products and services .
- Supported landing pages, branding, and visual design for marketing campaigns based on both business goals and user needs.

North Star Developer's Village, UI/UX Designer **Aug 2018 - Dec 2019**

- Designed and prototyped UI for a digital assessment product used by 100,000+ students worldwide.
- Used Axure RP and other prototyping tools to test flows before development.

Magdotnet, Web Developer Trainee **Nov 2017 - July 2018**

- Built and maintained marketing sites in WordPress, HTML, CSS, JS, and PHP.

EDUCATION

Bsc Computer Science **2013-2017**

Kathmandu University, Kavre, Nepal

CERTIFICATION AND TRAINING

- [Enterprise Design Thinking](#) , IBM
- [Visual Elements of User Interface Design](#), CalArts
- [UX Design Professional Certificate](#), Google