Ashesha Mali

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Summary

Highly skilled Graphic Designer and Software Engineer with 4+ years of professional experience, specializing in crafting visually compelling, user-centered designs and building intuitive digital experiences. Proficient in Adobe Photoshop, Illustrator, Figma, and modern development practices to create seamless interfaces that align with both user needs and business objectives. Adept at collaborating with cross-functional teams, delivering innovative solutions, and maintaining exceptional attention to detail and quality throughout the design and development process.

Education

KIST College, Bachelor of Information Management   Nov. 2017 to Aug 2021

- **Coursework:** Operating Systems, OOP with Java, Data Structures and Algorithms, Artificial Intelligence, C Programming, Python, PHP, JavaScript, Networking, DBMS.

Experience

Nepalese Center, Neplify, Developer, Graphic Designer

Kathmandu, Nepal
Feb 2025 to Present
10 months

- Designed the complete mobile app UI/UX in Figma, creating every screen, user flow, and interaction to ensure a seamless and intuitive user experience.
- Created a consistent design system for both the app and website, including typography, color palettes, components, and reusable UI patterns.
- Worked on the Neplify website, improving layout structure, visual hierarchy, responsiveness, and overall user experience.
- Produced brand-aligned graphics and marketing visuals to maintain a cohesive identity across Neplify's digital platforms.

Sahakarya Tech, Graphic Designer

Kathmandu, Nepal
Jun 2021 to Dec 2024
3 years

- Engaged in school system projects within Sahakarya Technology, collaborating with various educational institutions to create impactful visual designs.
- Designed visually appealing and user-friendly websites for multiple schools, ensuring alignment with branding and usability standards.
- Created intuitive mobile app interfaces tailored to the needs of schools and their stakeholders.
- Developed engaging social media graphics and managed content strategies to enhance school engagement and communication.
- Conducted thorough design reviews to ensure consistency, adherence to branding guidelines, and user satisfaction.
- Utilized tools like Adobe Photoshop, Illustrator, and Figma for crafting high-quality design assets.
- Produced prototypes and wireframes to streamline the design process and communicate ideas effectively to clients and stakeholders.
- Delivered quality designs through regular feedback sessions, ensuring readiness for implementation or publication.
- Collaborated with developers to align designs with technical feasibility and maintain a seamless design-to-development workflow.

Rojgari Sanjal, Developer, Graphic Designer

- Designed and developed the Blog page layout for Rojgari Sanjal, focusing on user experience and visual consistency.
- Produced a variety of creative designs for Rojgari Sanjal's social media platforms, maintaining brand identity and increasing engagement.
- Spearheaded the redesign of Rojgari Sanjal's homepage, optimizing user experience and visual appeal.
- Collaborated with the team to ensure visual elements aligned seamlessly with the platform's content and branding goals.

Kathmandu, Nepal
April. 2020 to Jun. 2021
1 year 3 months

Graphias Technology, Web Developer, Graphic Designer

- Designed and delivered visually engaging websites tailored to client specifications, focusing on aesthetics and user experience.
- Executed logo design projects with a strong emphasis on creativity and brand identity.
- Collaborated with various Nepali brands to conceptualize and create compelling social media graphics, driving engagement and brand recognition.

Kathmandu, Nepal
Jan. 2020 to April 2020
4 months

Projects

Neplify Mobile App Design

- Designed a comprehensive website layout for an Nepalese Center, focusing on visually appealing and user-friendly administrative and academic management interfaces, and additionally created complete mobile app UI/UX designs in Figma to ensure a seamless experience across devices.

Technologies Used : Figma

2025

A Push More, Galen

- Designed and developed Galen's website from scratch, creating a fully responsive and visually engaging platform grounded in user-centered design. Crafted complete UI/UX layouts in Figma and seamlessly translated them into the final website, ensuring consistency across all design components. Focused on building intuitive navigation, clean visuals, and device-friendly responsiveness to enhance user experience and reflect Galen's brand identity effectively.

Technologies Used : Figma, React, Next.js

2025

Sahakarya Tech System Website and Social Media Design

- Designed a comprehensive website layout for an e-academy, focusing on visually appealing and user-friendly administrative and academic management interfaces and worked on social media design.

Technologies Used : React, Typescript, Tailwind CSS, Next.js, Photoshop

2022

Mt Everest Limousine

- Conceptualized and created a visually striking vehicle rental website design, ensuring ease of use for managing reservations, service rates, bookings and made logo too.

Technologies Used: React, Tailwind, Next.js, Photoshop

2023

Eacademy Nepal

- Designed for social media platforms of school system and to make it user friendly.

Technologies Used : React, Next.js, Photoshop, Figma

2023

Sahakarya Tech   2021

- Designed and developed a comprehensive website for Sahakarya Tech to streamline their operations and improve their online presence.

  Technologies Used : React, JavaScript

Everest Buddha Trek   2022

- Developed a website promoting trekking in Nepal, with information on trekking packages and a booking system.

  Technologies Used: React, Next.js, Photoshop

Global School of Business Management   2020

- Developed a comprehensive website for a business management school with various administrative and informational features with features like Notice modal, event calendar, admission form, course details.

  Technologies Used : React, Typescript, Next.js

Additional Experience And Awards

Rotaract Club of Metro City (2019 - 2024): Served as a President of Rotaract Club of Metro City

Web Designer Course: Completed a 3-month Web Designing and Graphic Designing course at IT Training Nepal

UI/UX Internship : Completed a 2-month UI/UX internship at Webpoint Solutions.

Technologies

Design Tools: Figma, Adobe Photoshop, Adobe Illustrator, Canva

Prototyping: Figma Interactive Prototypes, Wireframing, User Flows

Frontend (UI Support):HTML, CSS, Tailwind, basic React/Next.js for design handoff understanding

Skills: UI/UX Design, Graphic Design, Social Media Design, Canva Design, Visual Design, Design Systems, Branding, Responsive Design, Typography, Color Theory, User Research