



Anisha Rauniyar

Senior UI/UX Designer

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Creative and detail-oriented Product Designer with around 5 years of experience crafting user-centric digital products across mobile (iOS, Android) and web platforms. Skilled in aligning design solutions with business goals and user needs, driving engagement and satisfaction. Expert in Apple's Human Interface Guidelines, responsive web, accessibility (WCAG), and multi-language design including RTL. Passionate about user research, usability testing, and building scalable design systems that ensure consistency across platforms.

Experience

Product Designer

Firefly IT Solutions Pvt. Ltd, Pokhara • April 2024-Present

- Designed and improved digital platforms for Primo and Stability Healthcare, enhancing user experience for healthcare professionals and administrators.
- Led UX/UI design for the Travel Nursing Portal, focusing on nurse onboarding, credential management, shift scheduling, and compliance tracking.
- Conducted user research, surveys, and usability testing to identify pain points and optimize workflows for nurses and recruiters.
- Created wireframes, interactive prototypes, and high-fidelity designs for web and mobile applications, ensuring intuitive and consistent interfaces.

Sr. UI/UX Designer

Ambition Guru Pvt. Ltd, Durbar Marg • May 2022-April 2024

- Redesigned iOS app flows following Apple's Human Interface Guidelines, improving user engagement by 15%.
- Converted mobile-first designs into responsive desktop layouts, maintaining brand consistency and usability.
- Enhanced accessibility by improving color contrast and keyboard navigation, supporting WCAG standards.
- Conducted user interviews and usability tests to validate new features and design iterations.

Sr. UI/UX Designer (Freelancer)

Tech Jar, Lalitpur • December 2023-March 2024

- Designed interfaces for Shareflix, an investment platform, ensuring multi-language (including RTL) adaptability.
- Created light/dark mode UIs with careful attention to contrast and readability.

UI/UX Designer (Freelancer)

ADS Market, Durbar Marg • August 2020–Present

- Collaborate with startups and SMEs to transform requirements into wireframes, prototypes, and high-fidelity mockups.
- Adhere to brand standards, manage UI updates based on feedback, and support cross-platform consistency.

Social Media Post Designer

BITSNATION, Sanobharyang • August 2020–Jan 2021

- Coordinating with the Social Media Analyst to analyse social media data.
- Designing social media posts and marketing materials for various clients attached to the organization at the time.
- Being involved in planning sessions for moving forward with marketing campaigns.
- Develop and execute social media marketing strategies, including content calendars, and measurement.
- Research industry trends and best practices to determine the most effective ways to reach desired audiences.

Content Writer

Digital Marketing Ocean and Nepali Forums • May 2019

- Writing clear marketing copy to product digital market.
- Submit work to editors for their input and approval.

UI/UX Designer

S.N.M Group, Kalimati • May 2021–Jan 2022

- Partnered with Japan-based teams to design business management apps for web and mobile.
- Conducted user behavior research to optimize flows, ensuring scalable, device-responsive designs.
- Coordinated closely with developers for seamless implementation.

Note Worthy Project

As a designer, I focused on leveraging my diverse skills in Mobile, Website, and Web App . Here are some of my noteworthy projects:

- Ambition Guru

AI-driven ed-tech platform with redesigned iOS app and responsive web, providing a personalized learning journey.

- Suzuki (Website)

Delivered mobile-first, brand-consistent site for Nepal's leading motorcycle brand.

- Arna Beer (Website)

Nestled in Central Nepal, their state-of-the art brewery is situated at Chainpur, Chitwan district within close proximity to the world heritage site, Chitwan National Park – the home of Tigers and Rhinos.

- Stability Healthcare

Stability Healthcare is a healthcare staffing and workforce solutions company specializing in placing travel nurses and allied health professionals in short-term assignments across the United States.

- Mifu

Mifu is an AI-powered influencer marketing platform designed to streamline the process of connecting brands with micro and nano influencers.

Education

Bachelor in Information Technology

Kist College of IT (2016-2021)

Certification

Google

Fundamental of User Experience (UX) Design

Training

Digital Marketing

Sudreeshya IT Training (2018)

Hard Skill

- Wireframing & Prototyping (Figma, Sketch, Adobe XD)
- Interaction & Visual Design
- User Research & Usability Testing
- Information Architecture
- Design Systems & Component Libraries
- Responsive & Mobile-First Design
- Accessibility (WCAG Compliance)

Soft Skill

- Problem-Solving
- Collaboration & Teamwork
- Communication
- Creativity & Innovation
- Adaptability & Flexibility
- Critical Thinking
- Time Management
- Empathy
- Attention to Detail
- Continuous Learning

Soft Skill

- Figma
- Sketch
- Adobe XD
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Jira / Trello
- Hotjar / Google Analytics / Clarity by Microsoft
- HTML & CSS (basic)
- Tailwind CSS