

MA

MD Arsalan

UI/UX DESIGNER · PRODUCT · QA SPECIALIST

I don't just design interfaces — I solve problems. Every pixel should serve a purpose.

● Open to Work

Remote Ready

3+
YEARS EXP.

20+
PROJECTS

98%
SATISFACTION

CONTACT

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LOCATION

Kathmandu, Nepal

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PORTFOLIO

View Portfolio →

DRIBBBLE

dribbble.com/MDArsalan

CURRENTLY WORKING ON

ACTIVE PROJECTS

SaaS Dashboard Redesign — Employee Payroll Management Platform

Enterprise B2B Data Visualization Design System

Designing interfaces that *feel right* — then making sure they work right.

UI/UX and Product Designer with 3+ years of real product experience across SaaS, mobile, and web. Lead designer on Hajir Khata — Nepal's attendance and payroll platform now used by 1,600+ businesses. I take full ownership from the first wireframe to the final build, treating quality as part of the design process, not something that comes after it. From understanding user pain points to creating delightful experiences, I turn complex challenges into simple, elegant solutions.

WORK EXPERIENCE

Graphic Designer

Jan 2026 – Present

Alpha Technology · Full-time · Kathmandu, Nepal

- Creating visual design assets, brand materials, and digital graphics for client projects across technology and digital services sectors.
- Collaborating with the product and marketing teams to maintain brand consistency across print and digital touchpoints.
- Applying UI/UX principles to graphic work — ensuring designs are not just visually strong but functionally clear and audience-appropriate.

Senior UI/UX Designer

2024 – 2025

Code IT · Full-time · Dharan, Nepal

✓ Led complete product redesign — user engagement +45%, churn reduced by 28%

✓ Established company-wide design system used across 8 products, reducing design time by 60%

✓ Mentored team of 3 junior designers, helping them grow into confident design professionals

✓ Decreased customer support tickets by 30% through improved UX and clearer interface patterns

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DESIGN TOOLS

PRIMARY

Figma

5 yrs · Expert

Adobe XD

4 yrs · Advanced

Sketch

3 yrs · Proficient

Photoshop

3 yrs

Webflow

2 yrs

PROTOTYPING & ANIMATION

Figma Prototyping

5 yrs · Expert

ProtoPie

2 yrs · Advanced

Framer

2 yrs · Proficient

RESEARCH & TESTING

Maze

3 yrs · Advanced

UserTesting

3 yrs · Proficient

Hotjar

2 yrs · Intermediate

COLLABORATION & QA

Miro / FigJam

4 yrs · Expert

Notion

3 yrs · Advanced

JIRA

2 yrs

Postman

2 yrs

Cypress

1 yr

CORE SKILLS

UI Design

UX Design

Product Design

Design Systems

UX Strategy

Wireframing

Prototyping

User Research

Usability Testing

Manual QA

Bug Tracking

Dev Handoff

Mobile-First

WCAG A11y

Information Architecture

Motion Design

Typography

Color Theory

A/B Testing

Agile / Scrum

HTML / CSS

JavaScript Basics

User Psychology

Design Thinking

EDUCATION

BSc (Hons) Computing

Focus: Human-Computer Interaction

London Metropolitan University

- Led design vision for enterprise SaaS products serving 100,000+ users, balancing stakeholder needs with user requirements.
- Transformed from a designer who executes to a design leader who shapes product strategy — owning end-to-end design decisions across multiple products simultaneously.
- Established and enforced design system standards, component libraries, and documentation across all 8 active products.

WHAT I LEARNED: *This role transformed me from a designer who executes to a design leader who shapes product strategy.*

Lead Product Designer

2025

Hajir Khata — Attendance & Payroll SaaS · Web · iOS · Android · Nepal

120+
Screens
Designed

1,600+
Businesses
Onboarded

Top 3
Nepal HR
Software

60+
Reusable
Components

- Owned the entire design process solo — from user research and journey mapping through wireframes, high-fidelity UI, and full developer handoff across web, iOS, and Android.
- Researched HR managers and field workers to understand Nepal-specific needs — Bikram Sambat calendar, local tax laws (SSF, CIT, PF), Nepali payslip expectations — and built these into the design from the ground up.
- Built a complete Figma design system: color tokens, 6-step typography scale, 60+ components with all variant states, and a responsive 12-column grid across 3 breakpoints — ensuring zero design drift across 120+ screens.
- Discovered through usability testing that managers needed leave balance visibility before anything else — moved summary cards to the top and embedded a '+ Request' button, cutting leave application clicks from 4 to 1 (60% faster task completion).
- Designed mobile-first GPS attendance check-in adopted by field workers with zero training — validating the single-action, progressive disclosure approach.

Sep 2021 – Apr 2024

Thesis: Emotional Design in Digital Healthcare — shaped my approach to creating empathetic user experiences at the intersection of psychology and design.

+2 Computer Science

Focus: Programming & Algorithms

Everest Higher Secondary School, Biratnagar

2018 – 2020 · GPA 3.2

ACHIEVEMENTS & TRAINING

- Best Mobile App Design — DesignFest 2021 (Trading App Redesign)
- Industrial Idea Pitch — Runner Up
- Google UX Design Professional Certificate
- Nielsen Norman Group Training
- 14-Day UI/UX Workshop · CodeIT
- 7-Day Workshop · Code for Change
- 7-Day Workshop · Digital Pathsala
- 1-Day Workshop · CNFC

- Maintained WCAG AA accessibility standards and applied Material Design and iOS HIG guidelines throughout for native-feeling interactions on each platform.

UI/UX Designer

Aug 2023 – Feb 2026

Hunchha Digital Agency · Full-time · 2 yrs 9 mos · Itahari, Nepal

- Took full design ownership of both mobile app and web platform — designing, iterating, and maintaining product screens across multiple features simultaneously.
- Built and owned the Figma component library used across all product features, dramatically reducing inconsistencies during development and cutting handoff rework cycles.
- Worked closely with engineers during implementation to catch visual and interaction issues early, staying accountable for quality beyond just the design file.
- Conducted usability walkthroughs and stakeholder reviews at every major design milestone, using findings to drive iterative improvements before build began.
- Successfully delivered 15+ client projects across e-commerce, healthcare, and fintech with 98% client satisfaction rate; built long-term relationships with 8 clients who requested ongoing design support.
- Won "Best Mobile App Design" award at DesignFest 2021 for a trading app redesign; conducted 50+ user research sessions extracting meaningful insights across diverse industries.

WHAT I LEARNED: *Collaborating with clients from different industries has shown me that strong design principles apply universally.*

UI/UX Designer — Intern

Jun 2023 – Aug 2023

Hunchha Digital Agency · Internship · Itahari, Nepal

- Designed end-to-end flows and high-fidelity screens for mobile and web platforms within the Deep Learning and Intelligent Video Analytics (IVA) product team from day one.
- Simplified complex data-heavy interfaces for small business owners — making technical information readable and immediately actionable within a 2-month timeline.

- Ran informal usability walkthroughs before development began to catch friction points early — a quality-checking habit that became central to how I work.
- Contributed to 10+ successful product launches for early-stage startups; created the company's first design system, establishing standards for future projects.
- Completed Google UX Design Professional Certificate and Nielsen Norman Group training during this period.

WHAT I LEARNED: *This foundation taught me humility, curiosity, and the value of continuous learning.*

CORE COMPETENCIES

DISCOVERY & RESEARCH

User Research 95%

UX Strategy 92%

DESIGN & CREATION

UI Design 98%

Interaction Design 91%

PROTOTYPING & SYSTEMS

Design Systems 94%

Prototyping 90%

TESTING & ANALYTICS

Usability Testing 88%

Data Analysis 85%

SELECTED PROJECTS

Hajir Khata — HR & Payroll SaaS

WEB · IOS · ANDROID · SAAS

Nepal's top-3 attendance and payroll platform — 120+ screens, 1,600+ onboarded businesses. Full design system with WCAG AA compliance. Designed solo end-to-end.

Enterprise B2B Data Visualization

DESIGN SYSTEM · SAAS · DASHBOARD

Enterprise-grade data visualization design system for complex real-time dashboards. Component libraries, tokens, and documentation that reduced design-to-dev time by 60%.

Nischal — Water Distribution SaaS

WEB · B2B · DASHBOARD

Playtoon — Children's Learning App

MOBILE · IOS & ANDROID

B2B SaaS platform for water network management — complex real-time data (consumption, billing, network alerts) made scannable through structured, consistent component design.

Age-appropriate UI with large touch targets, high contrast, and simplified navigation. Separate mapped journeys for child and parent users coexisting within a single product.

FEED — NGO Digital Platform

WEB · NON-PROFIT · RESPONSIVE

Full information architecture built around user goals (research, events, donations) rather than org structure. Accessible, responsive design serving a diverse audience.

Khar-G Records — Music Label

BRAND IDENTITY · WEB DESIGN

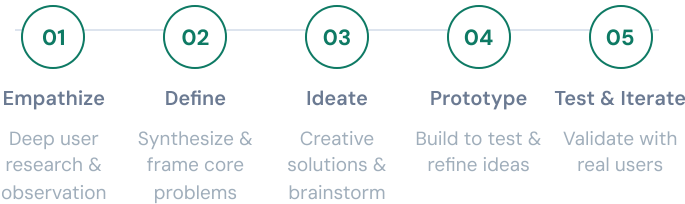
Visual identity from scratch for an independent music label extended into a full web interface — balancing bold aesthetics with intuitive navigation for discography and artist profiles.

Live Portfolio — 18 Projects & In-Depth Case Studies

UI/UX · SaaS · Mobile · Web · Brand Identity · QA · Dribbble Work

[View Portfolio →](#)

HOW I APPROACH EVERY PROJECT



BEYOND THE TOOLS

- HTML / CSS Development
- JavaScript Basics
- Design Systems Architecture
- WCAG Accessibility Standards
- Motion Design & Animation
- Typography & Visual Hierarchy
- Color Theory
- Agile / Scrum Methodology
- Design Thinking Strategy

User Psychology & Behavior

Information Architecture

A/B Testing & Optimization

Material Design Guidelines

iOS Human Interface Guidelines

