

# Naman Subedi

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## PROFESSIONAL SUMMARY

Creative and user-focused UI/UX Designer with a passion for designing AI-powered experiences that enhance usability and engagement. Skilled in user research, prototyping, interaction design, and automation-driven workflows. Adept at translating complex concepts into seamless, data-driven design solutions while maintaining a high level of attention to detail and organization. A quick learner with excellent communication skills, capable of collaborating effectively with cross-functional teams, developers, and stakeholders. Resourceful and innovative, with a persuasive approach to problem-solving and troubleshooting in AI-enhanced digital experiences.

## EDUCATION & CERTIFICATION

### Lamar University – GPA: 4.00

Master of Science in Computer Science. conc. UX/UI

Beaumont, TX

May 2026

### Kathmandu University – GPA: 3.79

Bachelor of Science in Computer Science

Dhulikhel, Nepal

May 2024

Relevant Coursework: Human Computer Interaction, Computer Graphics, Software Engineering, User Research Methods, Artificial Intelligence

### Principles of UX/UI Design, Meta

July 2023

### Google UX Design, Google

December 2024

## SKILLS

**Domains:** UX Research, UI Design, Product Development, Research and Strategy, User Testing, Interaction Design, Information Architecture

**Tools:** Figma, Adobe Creative Suite, Balsamiq, Protopie, Canva, Framer, Notion, Jira, Microsoft Office

**Design:** Wireframing, Prototyping, Mockups, UI/Interaction Design, User Persona, User Flow, Information Architecture

**Programming:** HTML/CSS, JavaScript, Python, NextJS, Java, Dart

## EXPERIENCE

### Department of Earth and Space Sciences, Lamar University

Beaumont, TX

Graduate Research Assistant

November 2024 – Present

- Redesign GIS workflows into intuitive front-end experiences, using Figma to prototype user journeys and streamline complex operations into simple, task-focused interactions tailored for non-technical users.
- Build user-centric GUIs using htmlPy and Electron, enabling seamless interaction with backend GIS functionalities while reducing user friction and increasing accessibility for domain experts.
- Apply advanced machine learning segmentation algorithms to extract meaningful features from multiband satellite imagery, significantly improving spatial data interpretation and analysis accuracy.
- Develop Python scripts to operationalize research-grade GIS and ML processes, turning exploratory pipelines into efficient tools with real-world applications in geospatial analysis.

### SquareBx Digital

Lalitpur, Nepal

UI/UX Developer

July 2023 – July 2024

- Conducted 20+ user interviews and usability tests, gathering insights that increased user satisfaction scores by 25% on redesigned digital experiences.
- Presented design concepts to stakeholders and senior leaders, effectively communicating design decisions and gathering feedback to refine solutions.
- Designed wireframes, high-fidelity mockups, and interactive prototypes while collaborating closely with cross-functional teams, including developers and stakeholders, to ensure seamless implementation and alignment with project goals.
- Spearheaded the redesign of an international hospitality website, prioritizing value communication and delivering a modern, user-centered digital experience that enhanced engagement and conversions.
- Created visually appealing, responsive interface designs in Figma, optimized for web, tablet, and mobile platforms, ensuring consistency and adaptability across diverse screen sizes.

### IT Meet 2023

Dhulikhel, Nepal

Creative Design Lead

August 2023 – January 2024

- Reduced design iteration time by 30% through effective collaboration with engineers and product managers, ensuring timely project delivery.
- Crafted designs and UI that extend beyond the event itself, successfully creating a visual legacy for IT Meet.
- Led the creative direction of the event, ensuring a visually compelling presentation that boosted audience engagement by 35%.
- Utilized tools like Figma and Adobe Creative Suite to create compelling prototypes, wireframes, and interactive designs, ensuring efficient project execution.

- Led the strategic development and continuous refinement of the event's brand identity, ensuring a cohesive and impactful visual presence.
- Conceptualized and customized design solutions tailored to various media platforms, including web, social media, print, and video, to maximize audience engagement and reach.
- Designed and delivered a suite of high-quality print materials—such as brochures, flyers, and posters—managing the creative process from initial concept through to final production, while maintaining brand consistency and attention to detail.

## **PROJECTS**

### **Gadgetbyte, SquareBx**

*(in development)*

- Prototyped and tested responsive digital experiences, iterating designs based on performance metrics to achieve optimal user satisfaction and effectiveness.
- Led the comprehensive redesign of a high-traffic website serving over 2 million monthly active users, transforming the UI/UX to deliver a modern, user-centric experience.
- Overhauled key features, including device pricing and feature comparison tools, achieving a 25% reduction in user search time and enhancing overall usability.
- Conducted in-depth user research to uncover emerging use cases and user needs, integrating these insights into the revamped website to better align with audience expectations and preferences.

### **Community Homestay Network, SquareBx**

[Link](#)

- Revamped the onboarding flow, resulting in a 30% reduction in user drop-off as demonstrated through internal testing and analytics.
- Conducted A/B testing on multiple UI layouts, driving a 15% increase in conversion rates on key landing pages and improving overall user engagement.
- Redesigned the core booking and inquiry flow to align with industry best practices, achieving a 200% improvement in task success rate and streamlining the user journey.
- Delivered measurable results, including increased customer satisfaction and positive feedback, driven by a user-centered design approach and a seamless user experience.

### **Quark Infotech, SquareBx**

[Link](#)

- Led the design and development of a strategic website for Quark Infotech, serving as a dedicated funnel to engage international clients and distinguish the brand from its parent company's marketing focus.
- Crafted a cohesive brand language that effectively communicated Quark Infotech's core expertise in development and design, ensuring clarity and alignment with target audience expectations.
- Addressed the challenge of creating a distinct identity by redefining the brand image and designing an intuitive, user-friendly online presence to drive inquiries and client engagement.
- Delivered a highly successful project outcome, with the website receiving positive feedback for its seamless user experience and successfully establishing Quark Infotech's unique identity in the tech domain.

## **PUBLICATIONS**

Joshi, A., **Subedi, N.**, Bista, H., Ishwar, K.C. (2024). Harnessing the Tweet Stream: Deep Learning for Natural Disaster Detection. In: Mandal, J.K., De, D. (eds) Machine Learning for Social Transformation. EAIT 2024. Lecture Notes in Networks and Systems, vol 1131. Springer, Singapore.  
[https://doi.org/10.1007/978-981-97-7532-3\\_7](https://doi.org/10.1007/978-981-97-7532-3_7)

**Naman Subedi.** "Enhancing Knowledge Sharing: Impact of KM Tool Design". Clareus Scientific Science and Engineering 2.3 (2025): 20-26.  
<https://clareus.org/pdf/csse/CSSE-02-021.pdf>