



# SANJAY SHRESTHA

Certified UX Analyst (CUA™) / Fullstack Product designer



01

ABOUT ME

02

WHAT I DO

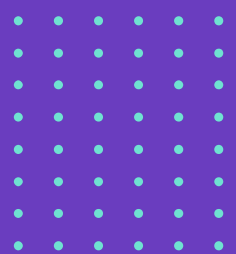
03

MY EXPERIENCE

04

MY WORK

# 01. ABOUT ME



I'm a passionate full-stack product designer creating experiences with true value solving the most pressing business problems.

With over 10 years in the design field, I design compelling products and customer journeys to solve real problems by using human centred design principles to unlock solutions for user and business needs. I've honed my skills at practising agile, collaborating within multi-disciplinary teams, and solving both users' and business needs.

My expertise lies in finding out the pain points of customer groups then, leading a movement for a more enjoyable experience until the team are satisfied with what we have shipped.



## 02. WHAT I DO

### DISCOVER

+ Empathize with targeted users and understand their pain points by searching and gathering information about them.

### DEFINE

Compile all the feedback, insights, and pain points and give direction to the solving process and opened new design opportunities.

### DESIGN & PROTOTYPE

After necessary iterations and everything is validated and tested, I Design and prototype for measuring success.

## 03. MY EXPERIENCE

May 2019 - Current    Design Lead / Product designer (Contractor)  
Decisions AS



Jun 2016 - Current    Product designer  
Magemojo LLC

Feb 2018 – Oct 2018    Product Manager / Creative Director  
WhiteHat Engineering

Jan 2017 – Jan 2018    Product Designer  
Pagevamp

Jan 2014 – July 2016    UX Consultant  
Microsoft

Apr 2013 – May 2014    UX Designer / Developer  
TQID

Jun 2011 – Apr 2013    Design Technologist  
Neudesic Technologies

Aug 2011 – May 2012    UX Designer / Developer  
Software And Mine Nepal

Feb 2018 – Oct 2018    UX Designer / Developer  
CrossOver Nepal



04

# PROJECT SHOWCASE



# PROJECT 1

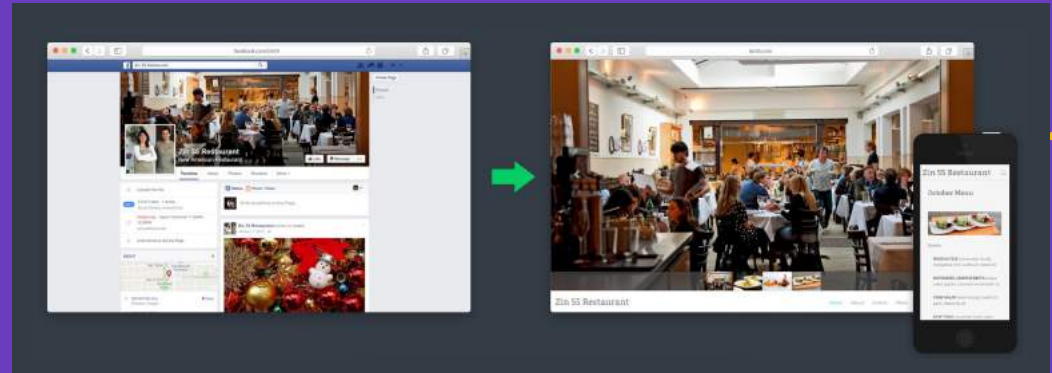
## Pagevamp

Pagevamp connects with your Facebook Page, pulls all of your information, photos and videos, to automatically build a beautiful website in seconds. No technical skills necessary!

### Role - Product designer

Research and Analysis, Contextual inquiry, Persona development, User journey mapping, Wireframes, Usability testing, Visual design and Prototyping

<https://pagevamp.com>



Facebook powered websites

## BUSINESS GOALS

To empower small businesses globally to take full advantage of the internet by providing

- An online presence via a beautiful, functional website
- Additional solutions and services tailored for SMBs
- **Massive untapped opportunity**  
There are 90m SMBs operating in emerging markets alone, 147% more than in the developed world.
- **Less than 10% of emerging market SMBs have websites**  
59% of SMBs who has websites say their business grew once they build the websites
- **Competitive advantage**  
83% of SMB owners who already own a website feel they have competitive advantage over those without
- **Showcase a professional brand**  
56% said they do not trust a business without a website



## ❖ Why most SMBs don't have website?

- **Tech proficiency is limited**  
Do-it-yourself solutions require knowledge and experience with using CMS or WYSIWYG editors.
- **3rd-party agencies are expensive.**  
Set-up cost from a web developer can exceed 2000 USD.
- **A lot of time is required.**  
Building a website with a do-it yourself tool can take days, working with an agency can take weeks.

## ❖ Why website is needed?

- **Capture search traffic**  
Recent surveys says, 79% participants said they search online for information's about local store and service
- **Pitch products/services round the clock**  
59% of SMBs who has websites say their business grew once they build the websites
- **Competitive advantage**  
83% of SMB owners who already own a website feel they have competitive advantage over those without
- **Showcase a professional brand**  
56% said they do not trust a business without a website

## TARGET USERS

### ❖ Small business owners (SMBs)

- People with time constraints or tight schedule and not able to manage websites and social media profiles
- People who are not tech savvy but have some understanding of web and apps
- People who want to market themselves online through the web and explore business growth possibilities

## WHAT/HOW I DID?

1. Persona / User empathy (Challenges, frustration, needs and goals)
2. Competitive analysis
3. Customer Support tickets
4. Analytics Data study
  - Session Duration
  - Bounce rate
  - Event tracking, Audience, Devices, Language and location, etc.
5. Heatmap and User Funnel study
6. Contextual inquiry and User interviews
7. User flow and journey mapping
8. Improved Information architecture
9. Wireframes and Usability testing
10. Visual Design and Prototyping

# PERSONA



David Silva

Age: 45yrs  
Male - Married  
Restro owner  
Extrovert

## Bio

David is a married family man with 2 children. He is a restaurant owner and due to the nature of the business, operates lots of works by himself. He overlooks the quality control of overall business including, food, interior design, accounts, orders and delivery too. Though he has employee who does the work, still likes to engage in business

## Challenges / Frustration

- Reach out to customers about the products and new items
- Owned the website before but due to time and technical constrains, couldn't take full advantage of it
- Lack of online presence and marketing knowledge so only serving local customers around the area.
- Not so technical personal

## Needs and Goals

- Need a market business outside than the local area
- Need a way to let people know about offers on special occasions
- Good online presence with very little time spent daily

# PERSONA



Sarah Mitchell

Age: 28yrs  
Female - Single  
Photographer  
Extrovert

## Bio

Sarah is a photographer and currently studying in a university. She likes to be self-sufficient and independent so works as a part-time photographer to support her necessities. She likes nature photography the most and also does wedding photography. She likes to explore new things. She is a gadget lover and a social media enthusiast. She regularly posts her snaps in social medias.

## Challenges / Frustration

- Gets customers only via personal references
- Reach out to more customers for an extra source of income
- Being photography enthusiast, likes to explore new gadgets but hard to afford sometimes
- Couldn't commit to fulltime job due to on-going education.

## Needs and Goals

- Need a way to publicize self for larger customer reach, not just personal reference
- Need a different source to sell her work for extra income
- Sell old gadgets to generate revenue to buy new gadgets

## Competitive analysis

Customer Support tickets

Analytics Data study

Heatmap and User Funnel study

Contextual inquiry / User interviews

User flow mapping & IA

Wireframes and UT

Visual design & Prototyping

Conclusion & Learnings



**webflow**



**weebly**

**strikingly**



Competitive analysis

Customer Support tickets

Analytics Data study

Heatmap and User Funnel study

Contextual inquiry / User interviews

User flow mapping & IA

Wireframes and UT

Visual design & Prototyping

Conclusion & Learnings

How do I customize  
custom domain?

Is it possible to  
update the text  
style?

How do I create a  
Facebook page?

How can I add a  
new logo to my  
website?

I don't have good images in my  
Facebook? Is it possible to use  
stock photos?

Can you please  
publish the site to  
my domain?

Is there by any chance  
PV can post on behalf  
of us?

Competitive analysis

Customer Support tickets

Analytics Data study

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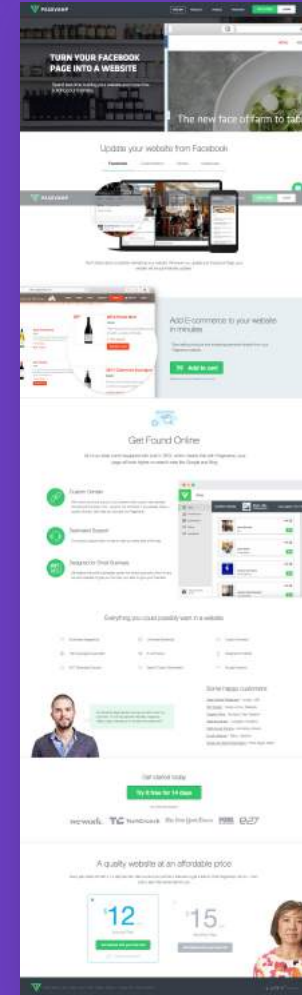
Wireframes and UT

Visual design & Prototyping

Conclusion & Learnings

1. A very high bounce rate ( $> 50\%$ )
  - Page loads generally took 5 – 10sec
2. Event Tracking
  - CTA buttons were not generating clicks
  - Position was incorrect and too down the page
  - Before/After component above the fold was merely used ( $< 5\%$ )
3. Goal Conversion Rates was too low ( $< 20\%$ )
4. App localization based on usage data
  - English, Spain, Indonesia, Thailand, Italy, Vietnam
5. Device usage data ( Desktop usage  $> 80\%$ )
6. Session duration ( $< 5$  min)

Before



After





Competitive analysis

Customer Support tickets

Analytics Data study

Heatmap and User Funnel study

Contextual inquiry / User interviews

User flow mapping & IA

Wireframes and UT

Visual design & Prototyping

Conclusion & Learnings

1. High number of Users didn't interact with the page and drop-off right after the fold area.
2. CTAs are not generating more clicks
3. 'Try it for Free' on main nav had very less clicks
4. Funnel shows that Users hardly used the custom domain section.

Competitive analysis

Customer Support tickets

Analytics Data study

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Visual design & Prototyping

Conclusion & Learnings

1. Had stakeholder interaction/inquiry to understand:
  - any issues with the app so far or areas they are struggling with
  - understand their pain points
  - what is working fine with them and could have improved
  - what they would like to see in there future or makes their life easier with our app
2. Prototype testing session
3. Usability testing

Competitive analysis

Customer Support tickets

Analytics Data study

Heatmap and User Funnel study

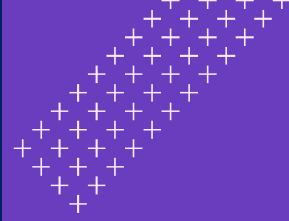
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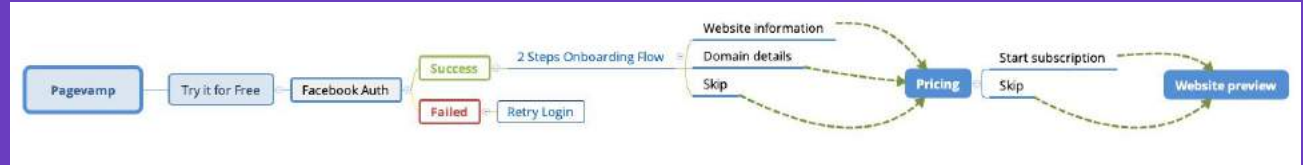


One improved flow to introduce custom domain selection based on high customer requests

Old Flow



New Flow



Competitive analysis

Customer Support tickets

Analytics Data study

Heatmap and User Funnel study

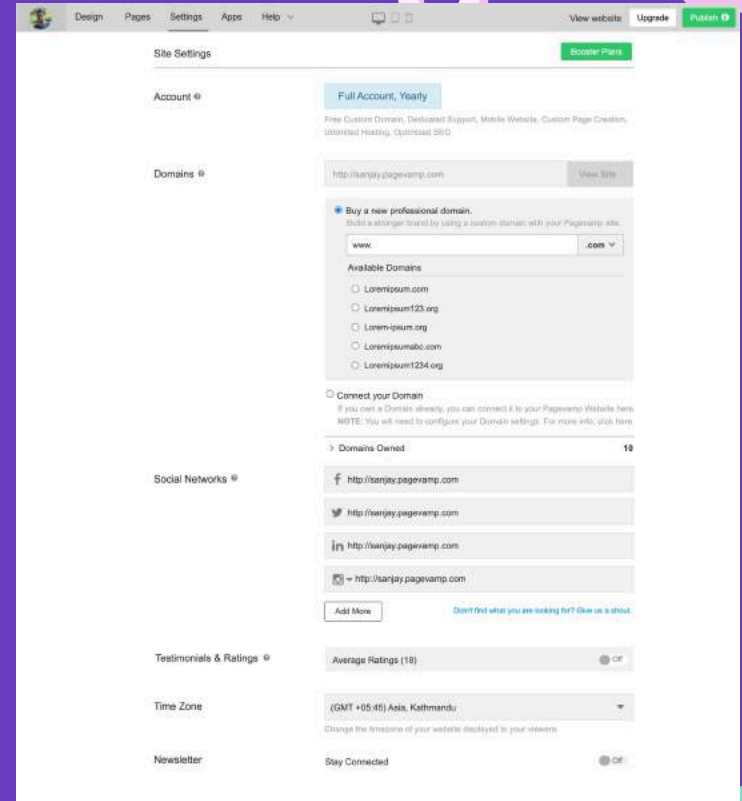
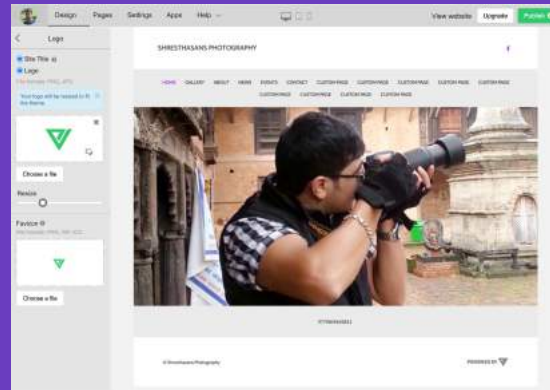
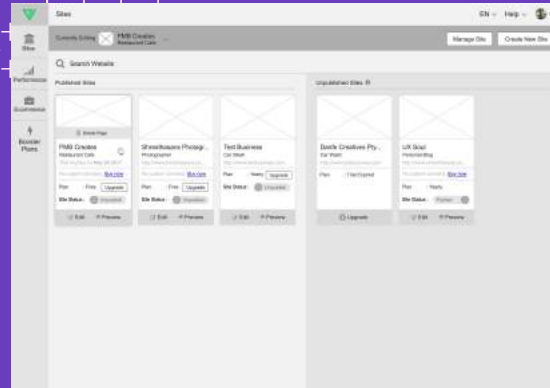
Contextual inquiry / User interviews

User flow mapping & IA

Wireframes and UT

Visual design & Prototyping

Conclusion & Learnings



Link: [https://zw4emn.axshare.com/#g=1&landing\\_page](https://zw4emn.axshare.com/#g=1&landing_page)



Competitive analysis

Customer Support tickets

Analytics Data study

Heatmap and User Funnel study

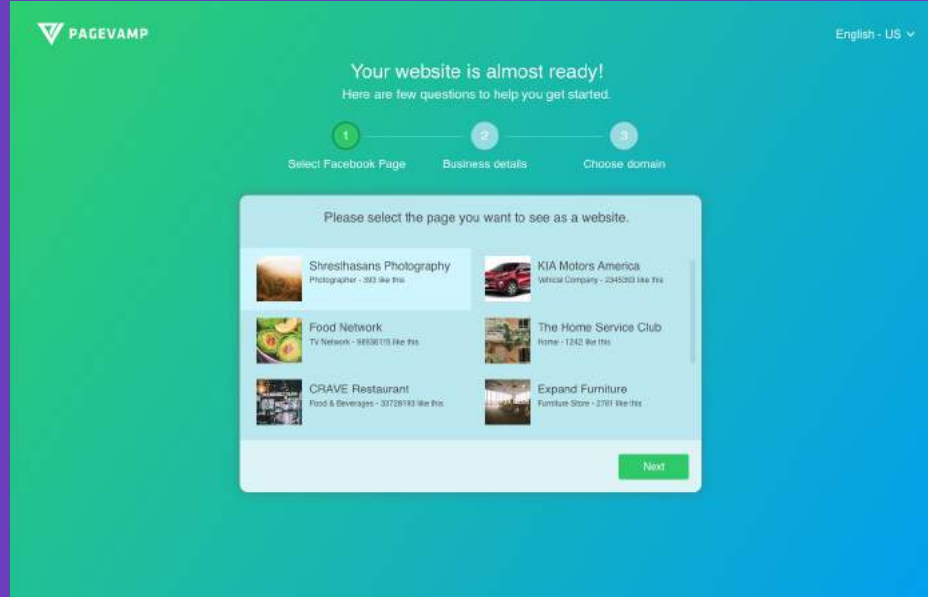
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Link: <https://pagevamp.com>



Competitive analysis

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Contextual inquiry / User interviews

User flow mapping & IA

Wireframes and UT

Visual design & Prototyping

Conclusion & Learnings

1. Bounce rate improved from > 50% to < 10%)
2. Customer support tickets decreased significantly
  - Less than 5% queries regarding domain related queries
  - Less than 5% queries on privacy related concerns
    - What data has PV access to
    - If PV will post on behalf of the page/users
  - We didn't get the queries related to custom logo after the feature release
3. The new vamp step got required information's upfront for the website resulting to beautiful content-rich multi-page website
4. User signups / engagement increased by more than 35%
5. Several key features added based on customer requests / feedbacks:
  - Custom font options for Title and body
  - Custom photo/video option with Stock images
  - Custom CSS option addition
  - Themes identification
    - Featured theme for fresh looks
    - Identify current theme
6. Less time spent on training users (User onboarding flow – redesign)
  - We used to train users via call but introduced Coach Marks or Tooltips

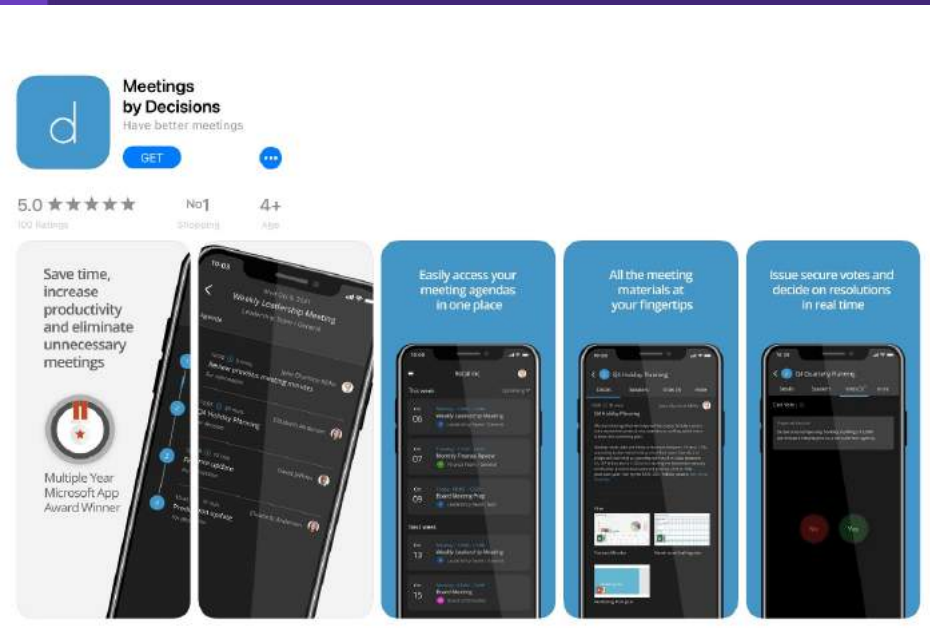
# PROJECT 2

## Decisions app

Decisions is a 3 time award-winning solution for Teams and Office 365. With Decisions, users improve collaboration, engagement and productivity with an agenda builder, Teams in-meeting extensions, secure voting, minutes templates, task management and more.

### Role: Product designer

Research and Competitive analysis, User interviews, User flow, Wireframing & Visual design, Usability testing, Prototyping



Meet. Decide. Do

# BUSINESS GOALS

## ❖ Targeted users

- Every business who want to improve bad meeting culture
- Leadership, Executives and Board members and Management teams, Government sectors, Councils
- Microsoft Office 365 Customers
- Ideal with Business with 200+ employees

## ❖ Business Problem

- Managers spend 50% of their time in meetings
- 80% come unprepared to meetings
- Executives reports that 40% of meetings are waste
- Poor meetings lead to bad decisions
- Meeting actions and decisions are hard to follow up



# CHALLENGES

## ❖ Meeting Management

- Always struggling to find the right version of the agenda and relevant information.
- Spending too much time and effort in planning meetings.
- Missing a secure meeting archive where all the historical information is easily accessible.

## ❖ Decisions making

- Experience poor preparations for important Decisions
- Not able to track of decisions

## ❖ Execution

- The meeting follow up process is ad-hoc and action items are stored in a static document
- Experience a lack of transparent culture and accountability
- Don't have a cross company overview over all Decisions, Action items and Minutes

## WHAT/HOW I DID?

1. User study
  - what are their most loved and used features in teams/web app
  - what are their least used features in teams/web app
  - any feature requests and improvements
2. Potential customer requests
  - Mobile app is a deal breaker
  - Other competitors doesn't provide the mobile app
3. Axure and Power Bi Report analysis
  - High usage of mobile app from mobile and tablet devices
4. Competitive analysis

# PERSONA



Markus Furchner

Age: 42yrs

Male - Married

Product Manager

Hardworking – Polite - Extrovert

## Bio

Markus works in an enterprise company and a hardworking and fun loving person. He has two children and loves to spend time with his family. He is an avid reader and loves to stay on top of latest news and gossips.

He is a work obsessed disciplined person, and always tries to be organized.

## Challenges / Frustration

- Lots of meetings in a day with stakeholders and team members
- Different sources to managing tasks and sometimes gets hard to get what is needed
- Occasionally faces difficulties while collaborating with team members
- Decision making process in the company takes longer and sometime needs to perform under pressure

## Needs and Goals

- Need a way to organize the meetings and tasks/decisions followups
- Need a solution to organize the files and folders for easy access and sharing
- Need a way to prepare self before going in a meeting

## PERSONA



Soraya Sarwary

Age: 50yrs

Female - Married

CEO – Co-founder

Outspoken – Inspiring

### Bio

Soraya owns a beauty product wholesale and retail company. She is the mother of three children. She is extremely confident and busy woman. She always gives the best of her and knows how to deal with people. She is a visionary woman that she need to get results soon and be rewarded.

### Challenges / Frustration

- Prepare and present business performance, expansion plan and growth strategy
- Conflicting inputs of stakeholders
- Prepare a high level roadmap and discuss with the shareholders
- Due to the nature of meetings, have privacy concerns for guests attendees
- Decision making process is not optimized and take longer time
- Document organizations

### Needs and Goals

- Organize documents and easy sharing access
- Need to know if attendees have come prepared for the meeting
- Faster meeting outcomes
- Easy sharing of meeting with proper topic and agenda organization

## Problem statement

Competitive analysis

Customer issues / Demo & Interview

User flow mapping & IA

Visual design, Prototyping & UT

Conclusion & Learnings

1. Web apps and Teams app is too vague, need a simplified version of an app with most used features
2. The Power BI reports shows that lots of users have been accessing Decision app from mobile thus the need of mobile app is vital
3. We got several customer support requests regarding the query related to release of native mobile app
4. Faster, better performance and more responsive experience
5. Brand recognition and marketing (Microsoft partner)

Problem statement

Competitive analysis

Customer issues / Demo & Interview

User flow mapping & IA

Visual design, Prototyping & UT

Conclusion & Learnings



Problem statement

Competitive analysis

Customer issues / Demo & Interview

User flow mapping & IA

Visual design, Prototyping & UT

Conclusion & Learnings

	Name	Market Segment	Deployment Options & Integrations	Meeting Management Features
1	Hypercontext (Soapbox)	1-on-1 / Status Meeting Management Microsoft platform	Teams Google Calendar Slack Chrome Extension Outlook Google Meet Zapier	Goals Agenda Builder Minutes Next Steps Meeting Insights Meeting Templates Agend
2	Fellow	Meeting Management 1-on-1 / Status	Slack Asana Jira Google Docs Zapier HRIS	Collaboration Agenda Collab & Feedback People Feedback Streams External Guests 1-o
3	Stratzy Meetings	Meeting Management Microsoft platform Public Sector	Teams	Meeting Insights Agenda Builder Agenda Collab & Feedback Minutes Action Items/ tasks
4	Stepany	Meeting Management Boardmeetings Leadership	Microsoft 365	Minutes Voting eSignature Annotations Agenda Builder Action Items/ tasks Decisions
5	Adm.ai	Meeting Management Microsoft platform	Teams Outlook Google Calendar Slack Zoomus Google Docs	
6	Tasks in a Box	Meeting Management Microsoft platform	Teams	
7	Diligent	Boardmeetings Public Sector Dataroom Leadership		
8	Docket	Meeting Management	Evernote Zoom.us Slack Google Meet Outlook Salesforce Dropbox Hubspot	Templates Collaboration Agenda Collab & Feedback Agenda Builder Action Items/ tasks
9	Hugo	Meeting Management	Slack Zoom.us Jira Trello zendesk Hubspot Asana Salesforce Microsoft 365	Reminders Agenda Builder Templates Notes Minutes Collaboration Search Action Item
10	Amazement	Meeting Management	Trello Dropbox Zoom.us Outlook Google Docs Zapier	
11	Tadum	Meeting Management 1-on-1 / Status		
12	Convene (Azeus)	Boardmeetings		
13	LucidMeetings			
14	OnBoard (Passageways)	Boardmeetings Meeting Management	Zoom.us	
15	AdminControl	Document Management Boardmeetings		
16	Boardeaser			
17	Agreeds			
18	Yoyomeeting	Meeting Management	Outlook	Agenda Builder Type Time Tracker Action Items/ tasks Assign Presenter Decisions Note
19	Meetingsense			
20	MeetingBooster (MaddWa...	Meeting Management		Agenda Builder Minutes Action Items/ tasks Meeting Insights Time Tracker Assign Preser
21	Meetingresult			
22	Avoma	MeetingAI In-meeting Tool Sales AI Transcription	Zoom.us BlueJeans GoToMeeting Google Meet groove Hubspot Teams Sales	Agenda Builder Templates Meeting Templates Multi-edit notes Notes transcripts AI-ga
23	BoardPro	Boardmeetings		
+	61 records			

Problem statement

Competitive analysis

Customer issues / Demo & Interview

User flow mapping & IA

Visual design, Prototyping & UT

Conclusion & Learnings

1. Do we have mobile app, for an ease of use.
2. Teams / Web app performance is too slow at times.
3. There are features which we don't really use it.
4. Mobile app is a must to close the deal.
5. Client requested features:
  1. Voting features is vital for us.
  2. Can we annotate file locally too, but not only one-drive.



Problem statement

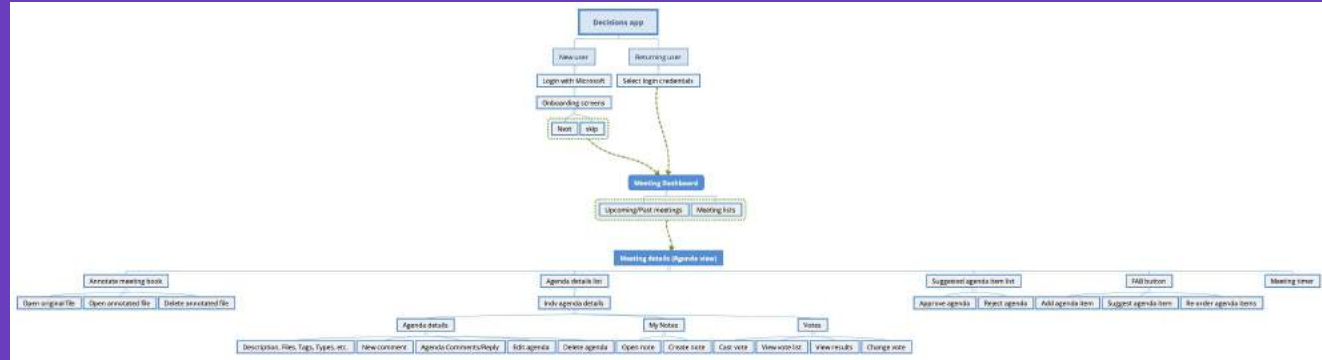
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Conclusion & Learnings



Problem statement

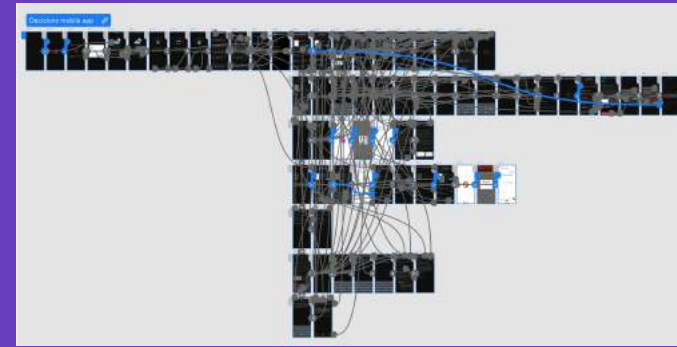
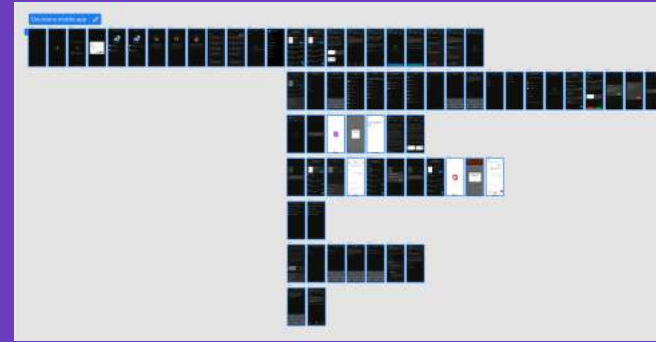
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Conclusion & Learnings



<https://xd.adobe.com/view/95961b66-c08b-4c9f-98d6-d342ed1fc414-c0c5>

Problem statement

Competitive analysis

Customer issues / Demo & Interview

User flow mapping & IA

Visual design, Prototyping & UT

Conclusion & Learnings

Time range: Set in query

```
1 customEvents
2 where operation_name contains "Mobile" and name !contains "-Start" and name !contains "-Failed"
3 where timestamp > ago(30d) and user_AccountId != ""
4 summarize count() by name
```

Results | Chart | Columns | Display time (UTC+00:00) | Group columns

Completed 00:01:6 51 records

name	count
Mobile_getAnnotatedFiles-Done	7,901
Mobile_loadAgendaItemVotes-Done	6,343
Mobile_loadFiles-Done	3,771
Mobile_MeetingOpened	3,714
Mobile_loadDescription-Done	2,028
Mobile_Vote Casted	1,906
Mobile_VoteCasted-Done	1,820
Mobile_loadMeeting-Done	1,451
Mobile_loadUpcomingMeetings-Done	1,413
Mobile_LoginSuccess	1,103
Mobile_ApplicationLanguage	1,095
Mobile_fetchMeetingBook-Done	628
Mobile_loadSuggestedAgendaItems...	502
Mobile_VoteSignalR	340
Mobile_meetingAccessedFromDeepl...	196
Mobile_deleteCommentById-Done	1
Mobile_DeleteMeetingBookAnnotati...	1
Mobile_DeleteAgendaItem-Done	2
Mobile_loadMeetingById-Done	2
Mobile_CreateAnnotationFile-Done	3
Mobile_sendEmail-Done	4
Mobile_getCommentById-Done	4
Mobile_upsertComment-Done	4
Mobile_Launched file in Browser	5
Mobile_createNewComment-Done	5
Mobile_ReorderAgendaItem-Done	5
Mobile_loadMeetingMyNotes-Done	6
Mobile_CreateMeetingBookAnnotati...	9
Mobile_uploadLargeFile-Done	9
Mobile_ApproveSuggestedAgendaIt...	12

Page 1 of 2 50 items per page 1 - 50 of 51 items

Data: Last 30 days

# PROJECT 3

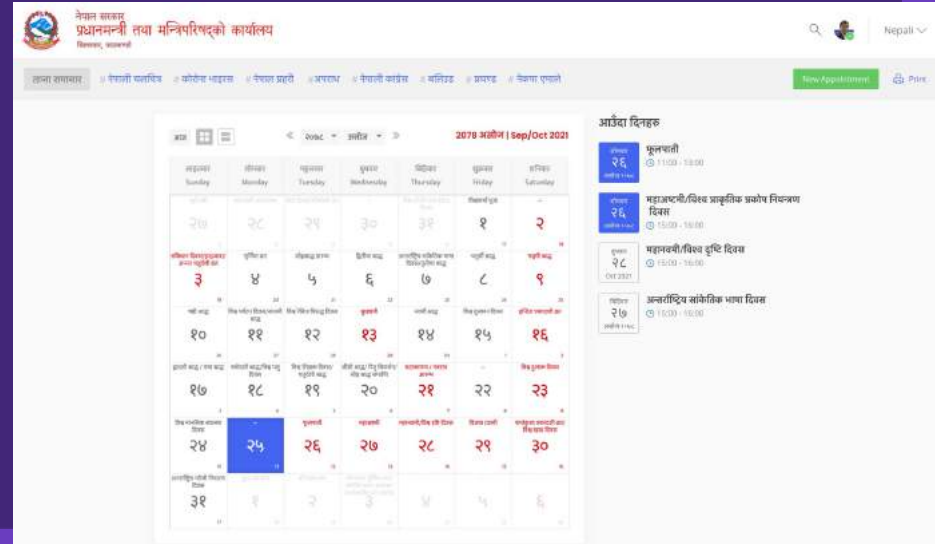
## Appointment Solution for Nepal PMO

This high priority mission as this has come from the head of state during earthquake (2015 AD) disaster.

This is the very first appointment solution application of Nepal which supports both Nepali and Gregorian calendar for creating an appointment for Nepal's Prime Minister.

### Role – Product designer

Research and Analysis, contextual inquiry, User journey mapping, wireframes, usability testing, and design mock-ups



## PROBLEM STATEMENT

1. Due to usage of Nepali language in official works, usage of Gregorian calendar has lots of problems having people to refer to a paper calendar to get the Nepali date
2. There are no appointment system application in use in any government office which follows/use Nepali date.
3. This high priority mission as this has come from the head of state during earthquake disaster. Prime Minister office is requesting to enable 5 licenses for O365 so that Prime Minister and other key government officials can share their calendars.
4. Government offices are using mix approach of manual and some custom software designed by various developers on Android/google/IOs and in small form of MS platform as well.

# PROJECT GOALS

## 1. Business goals

The solution aims at integrating Nepali Calendar within O365 and Exchange online as a Custom solution. What is the business value in this? The goal is to provide an appointment system to manage Nepal Prime Minister to manage his time. This high priority mission as this has come from the head of state during earthquake disaster.

## 2. User value

Since Nepali date usage has been official usage with in government and corporates, enabling Microsoft platform to be ready to support Nepali calendar would boost the sales and usage of MS product.

## 3. Context leading to the ideation of the project?

At a time of designing this application, O365 native features would not meet all the requirements for the Prime Minister request.

## 4. Project Requirement

- desktop and mobile device
- simultaneous view of Nepali and gorgerin calendar,
- Able to filter by day/week/month/year,
- Able to book an appointment for future dates
- should be able to print with these different view and the offline sync (v2)

## RESEARCH FINDINGS

1. **Is there specific knowledge required about the Nepali Calendar?**  
Nepali date has not fix set of algorithm as the calculation is vary with astrologist to astrologist and the most accurate one would publish on the yearly basis from the committee under ministry of culture.
2. **The relevance of cultural events and holidays for scheduling a meeting in Nepal?**  
Cultural events and holidays are also predefined and are available online however same limitation falls on this condition as well, Satish would be able to help us on that with the 10 years of data set.
3. **How is calendar usage addressed currently?**  
People using mix approach of Manual and some custom software designed by various developers on Android/google/IOs and in small form of MS platform as well. We do not have any platform that talks with our products.
4. **Is the project public facing?**  
No

# USER RESEARCH

1. **Main users and Age group**  
Nepal's Prime Minister and personal Assistant. Age group (30yrs – 70 yrs)
2. **Device and environment**  
All devices are equally important (Desktop, Tab and mobile). Mostly used in office work hours and online version with offline sync functionality is also expected.
3. **Nationality and Language**  
Nepali nationality users
4. **Are there any accessibility issues**  
No
5. **What is a typical day in the life of each user group?**  
6 days/week
6. **Are there any accessibility issues**  
No
7. **What cultural aspects, events and behaviors of a typical Nepali users' needs to be considered**  
Simple UI, Offline sync, public holidays be available on this solution



COMPETITORS



A

Ashesh's Blog  
working for better  
Nepal



नेपाली . पात्रो  
BETA

## PERSONA



Arjun Simkhada

Age: 45yrs

Married

Government officer

### Bio

Arjun is a married family man with 2 children. He is a government employee and commutes daily from a car from home to office. As a personal assistant to Nepal's Prime Minister, Arjun, needs to be well prepared regarding the daily activities and plans of PM.

### Challenges / Frustration

- Prepare daily activities, plan and routine for Nepal's PM
- Dependent on other 3<sup>rd</sup> party solution(s) for Nepali calendar due to in accuracy
- Data syncing issues while using multiple devices and not possible to use same device everywhere and every time.

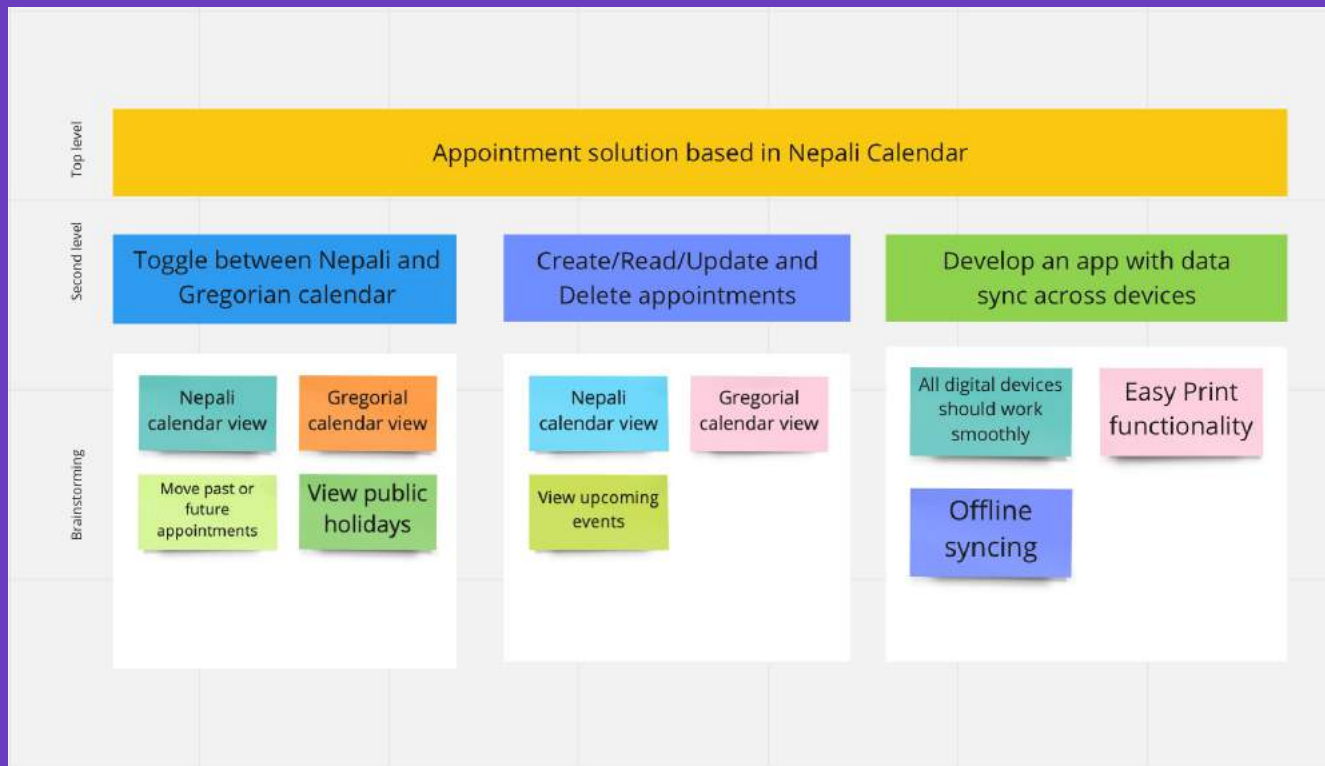
### Needs and Goals

- An application/solution which can sync across all devices
- A trustworthy application which uses Nepali/Gregorian calendar and switch between them easily based on requirement
- Get a quick snapshot of all appointment of PM of a day and also possible to create a new one or navigate to old/future appointments

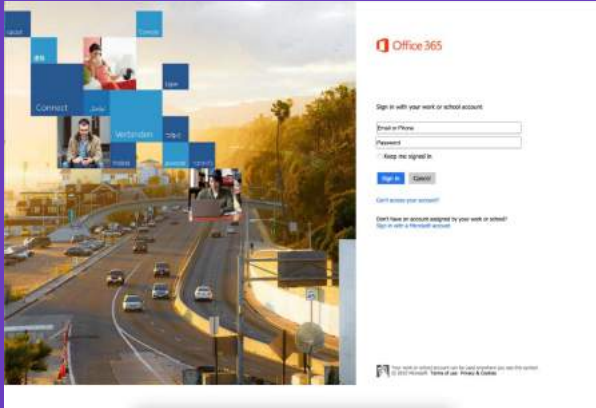
# USER JOURNEY MAPPING



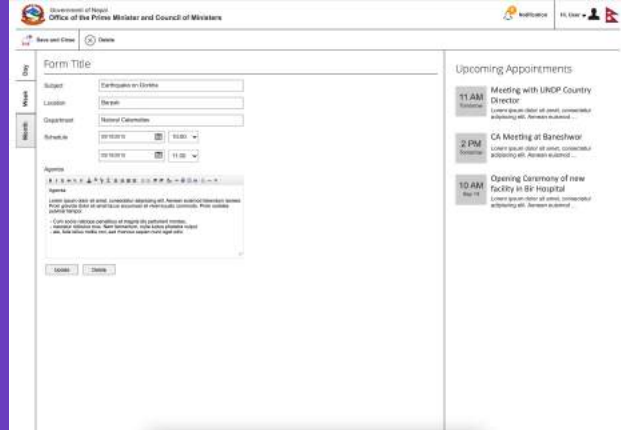
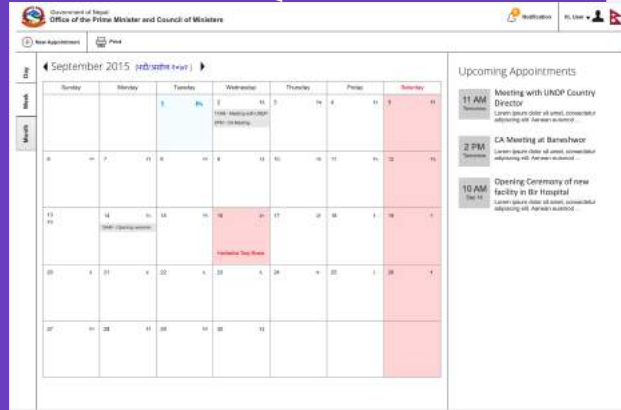
# AFFINITY MAPPING



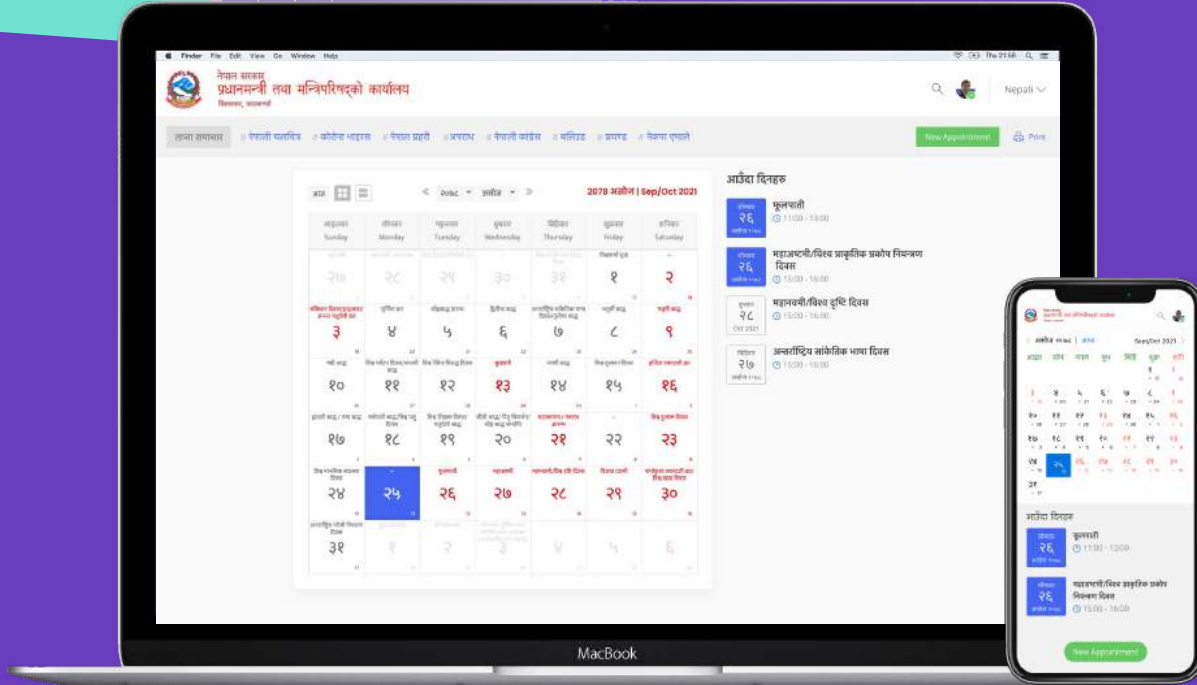
# WIREFRAMES



Link:  
<https://xgs5oj.axshare.com/#p=home>



# VISUAL DESIGN & PROTOTYPE



Link: <https://xd.adobe.com/view/c0dd64ca-f46a-4fa6-a93c-c8ed4450a305-958e/>

## CONCLUSION & LEARNINGS

1. The new app has created more than 50 appointments within the first month
2. Users were pleased to access the app in different digital devices
3. They were also happy to see their data(s) sync across devices in real time.
4. User were very happy to :
  - see upcoming appointments
  - create new appointment very easily

# PROJECT 4



## Case Study - Streamshare

Streamshare is a fun little idea of a streaming app that I created as a passion project in 2021 during Covid-19 lockdown. The idea of Streamshare came to me to cope up with the lockdown boredom.

### Roles

Research and Analysis, contextual inquiry, Persona development, user journey mapping, affinity mapping, sketching, Lo-fi and Hi-fi wireframes, usability testing, design mock-ups and prototyping

[View case study](#)



# PROJECT 5

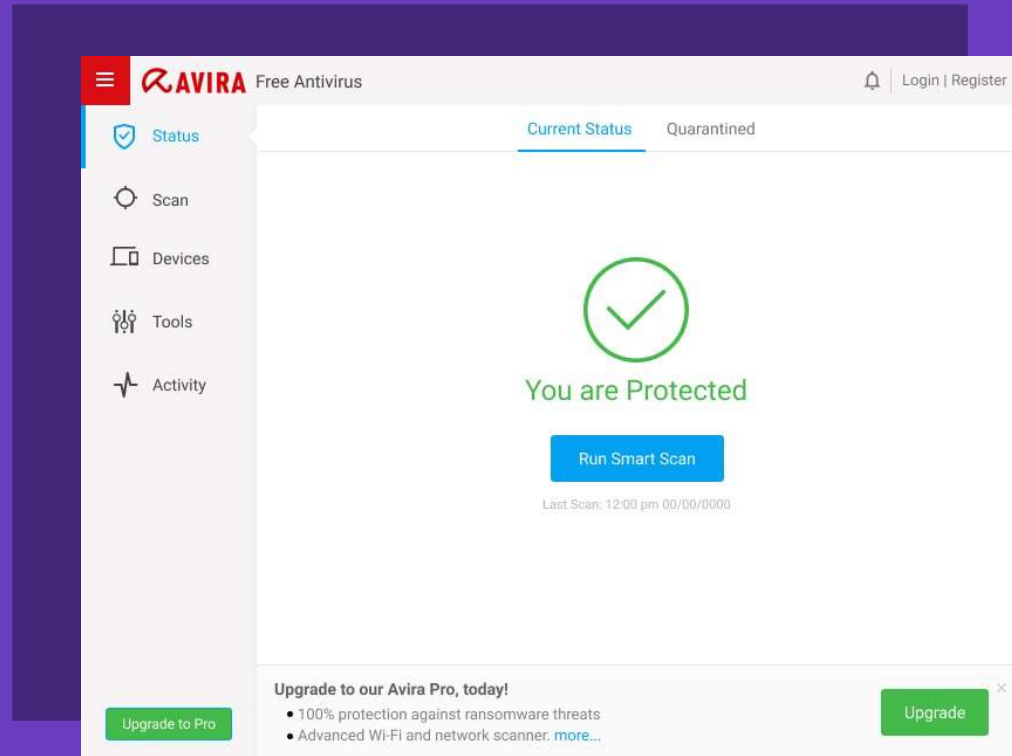
## Case Study – Avira Antivirus (Redesign)

This case study was done to enhance my learning experience and challenge myself to redesign it to serve a specific purpose.

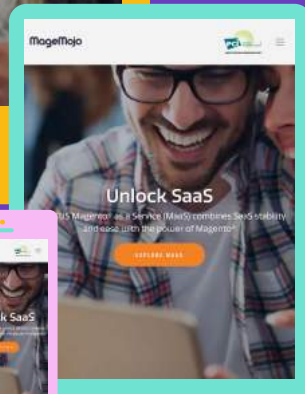
### Roles

Research and Analysis, contextual inquiry, Persona development, user journey mapping, affinity mapping, sketching, Lo-fi and Hi-fi wireframes, usability testing, design mock-ups and prototyping

[View case study](#)



# PROJECT 6



## Magemojo

MageMojo is a Magento hosting provider that offers high performance, availability and security.

### Roles

Research and Analysis, Competitive analysis, User journey mapping, Sketching, Lo-fi and Hi-fi wireframes, design mock-ups and prototyping

[View website](#)

# PROJECT 7

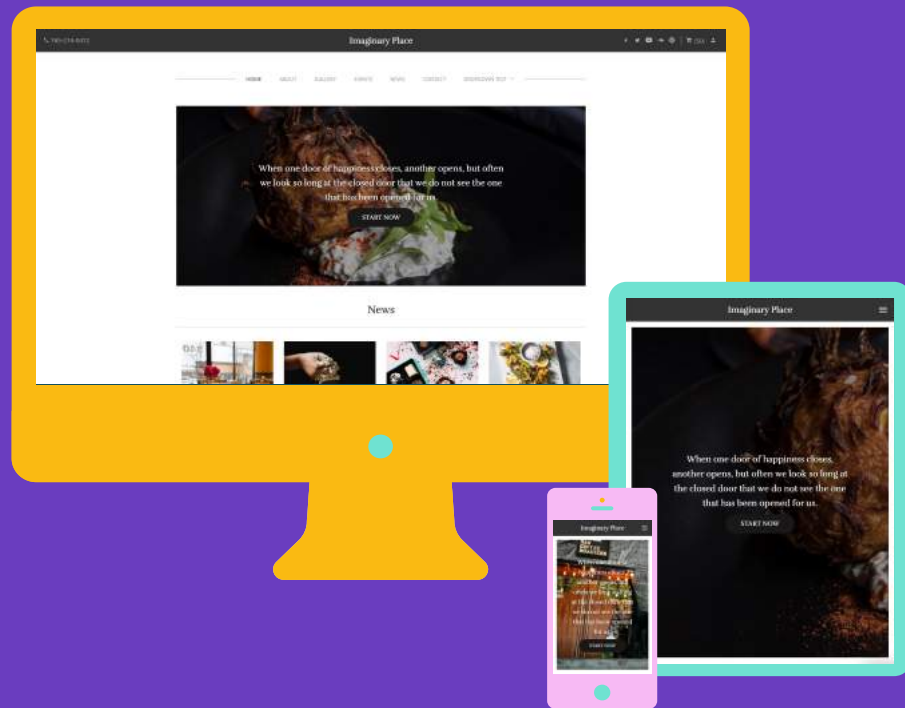
## Theme design

Modern customizable theme (template) designed for Pagevamp.

## Roles

Research and Analysis, Competitive analysis, User journey mapping, Sketching, Lo-fi and Hi-fi wireframes, design mock-ups and prototyping

[View website](#)



# PROJECT 8

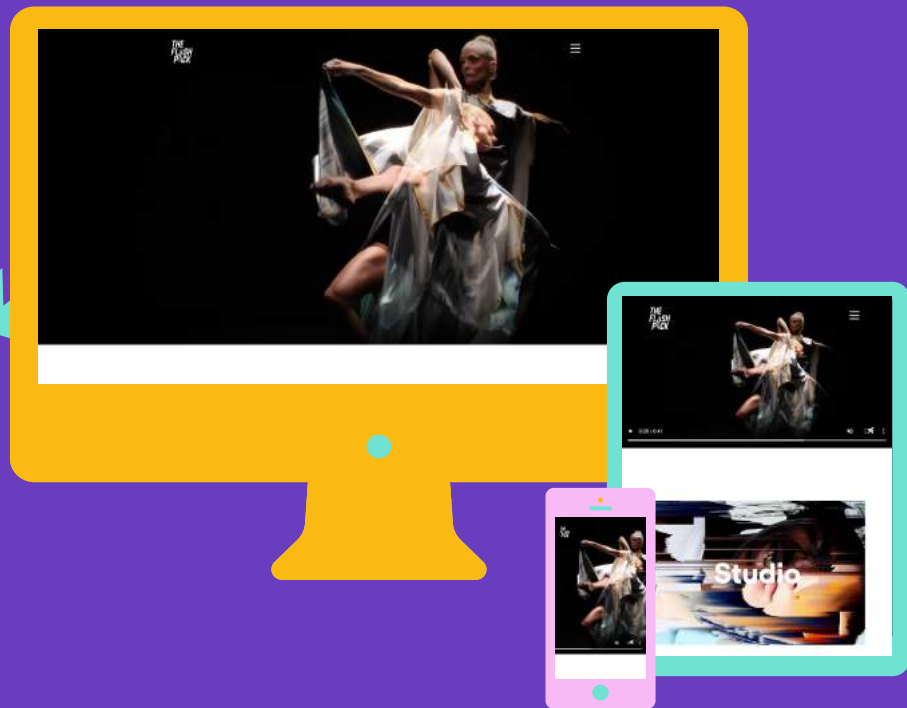
## The Flash Pack

The Flash Pack is a technical production studio specialising in multicam, 3D and motion content for digital and social.

### Roles

Information architecture, Wireframe, Visual design, Interaction design

[View website](#)



# MY SKILLS

- Strategic Experience Design & Product Thinking
- Design Direction, Ideation & Concept Development
- Enterprise grade Digital Products & Services
- Oversight & Design Critique
- Design Culture & Mentorship
- Design Thought Leadership
- Continuous Agile Delivery, Product Scaling & Design System
- Information Architect (IA) & Interaction Design (IxD)
- Hi-fi / Lo-fi Wireframing & Prototyping
- Front-end Prototype (HTML, CSS, JavaScript, Git and Github)

Reach out to me at

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THANK YOU 