Shirish Shakya

+977 9869134750 | +1 416 857-3273 | www.shirishshakya.com | shirish.shakya5@gmail.com | linkedin/shirish-shakya

Product Designer with a global track record of scaling design systems, accelerating go-to-market by up to 2 months, and driving double-digit growth in DAUs and revenue. Proven ability to lead cross-functional teams, reduce design debt by 40%, and deliver measurable impact through data-led UX strategy.

Work Experience

Web Designer — February 2026 - Present
Thriving Mind Marketing — Kelowna, BC, Canada | Full-time | Remote

- Reengineered the project workflow by integrating AI tools such as Claude (by Anthropic) and ChatGPT (by OpenAI), streamlining the web design handoff process and reducing website kickoff timelines by an average of **3 days per project**.
- Reestablished the quality and clarity of client requirements by implementing AI-powered note-taking and transcription tools, streamlining the early phases of web projects, and **reducing process friction by 3%** through improved documentation and requirement alignment.
- Designed an interactive, scalable color system generator using Figma and Duda, enabling clients to establish a consistent brand identity and improve web accessibility across four websites, achieving an average **17% accessibility boost** as measured by Lighthouse reports.
- Optimized website performance through code refinement, image compression, and caching strategies, achieving an average **25% GTmetrix score** improvement across multiple client sites, resulting in faster load times and enhanced user experience.
- Collaborated with fellow designers to refine and optimize a sales funnel template wireframe, making it reusable across multiple client projects and enabling the completion of at least **two websites per week.**

Freelance Web & Product Designer — Aug 2025- Present
Toptal — Kelowna, BC, Canada | Contract | Remote

- Designed and launched a cosmetics appointment booking web platform that streamlined service scheduling for clients and providers, **driving a 35% increase in completed bookings** within the first quarter.
- Conducted 4+ user interviews and usability tests, uncovering key friction points in booking flow and implementing UX improvements that **reduced drop-offs by 28%**.
- Collaborated with engineers to implement **real-time availability tracking and automated reminders**, decreasing no-shows by **45%**.

Product & Web Designer — Jan 2025-Mar 2025
Hopp — Toronto, ON, Canada | Contract | Remote

- Redesigned the ambassador platform on the dating application after **15+ user interviews** revealed confusing navigation and missing analytics features; rebuilt the dashboard with a simplified workflow and performance tracking, **improving engagement 60% and onboarding 30+ new partners.**
- Built a streamlined Figma component library from scratch, standardizing buttons, forms, and navigation patterns; reduced design iteration and developer **handoff time by 30%**.
- Facilitated cross-functional OKR alignment via sprint planning and stakeholder workshops, enabling an on-time major product release **2 months ahead of schedule**.
- Mentored a junior designer through regular design reviews and introduced a QA checklist for design handoffs, reducing revision requests by **40%.**

UX Designer — Apr 2024-Jan 2025
Wedstll — Toronto, ON, Canada | Contract | Remote

- Created a modular, reusable design system for a cross-platform (iOS & Android) social application by auditing legacy components and collaborating with developers to reduce duplicated work, accelerating velocity and **adoption across 4+ product teams.**
- Conducted A/B and multivariate testing on onboarding user flow and landing pages to optimize user conversion, **increasing mobile subscriptions by 23%.**
- Led accessibility and usability improvements across the Peercircleapp using WCAG audits and iterative testing, which shortened the onboarding time of **new users by 12%** and improved App Store ratings.

Product Designer — Feb 2023-Sept 2023
GlobalyHub — Sydney, Australia| Full time | Hybrid

- Defined and executed the UX strategy and information architecture to address fragmented user experiences in GlobalyHub's enterprise tools, resulting in an **18% increase in feature adoption** across 3 major platforms, including an Education Agent CRM system, Agentcis.
- Built and scaled a unified design system in React framework for the Education Agent System from scratch using Figma and Token Studio to solve visual inconsistencies and improve collaboration, achieving 95% visual consistency and significantly reducing front-end discrepancies across products.
- Collaborated closely with PMs and developers to translate user research into prioritized roadmap features towards onboarding new agents, streamlining workflows, and reducing user **task completion time by 22%** on critical enterprise tasks.

Product Designer — Feb 2022-Aug 2022
Proshore — Eindhoven, Netherlands | Full time | Hybrid

- Redesigned the onboarding user flow of the Shopify app Etsy Integration –DPL to address usability issues identified through analytics and user feedback, resulting in a **20% increase in user retention** and a **35% reduction** in support tickets.
- Collaborated closely with developers to build a shared front-end component library for a B2B vendor rating system, VRS, through consistent implementation, improving design-to-code fidelity and cutting **development time by 25%**.
- Led end-to-end user testing sessions—including planning, facilitation, and analysis of the Shopify app —to uncover critical UX friction points over 400+ merchants that directly had high-impact product improvements **(4.9/ 5 reviews on Shopify)**.

Design Lead (Early Career) — Mar 2021-Dec 2021
Swivt Technologies — Hong Kong | Full-time | Remote

- Led design projects for clients across Malaysia, Singapore, and Hong Kong, delivering tailored B2B and B2C digital Fintech solutions
- Led a remote design team, improving workflow efficiency and project **delivery speed by 25%** across departments such as marketing and product development.

Associate UX Designer, — Jan 2020-Feb 2021
Waayu Studios — Kathmandu | Full-time | Remote

- Assisted in conducting user research to identify traveler needs and pain points for a tourism-focused mobile app.
- Supported the design and prototyping of user flows and wireframes, ensuring smooth navigation and improved usability.

Projects

Super Krishak App — Feb 2022-Jul 2025
Ghampower — Kathmandu, Nepal | Contract (Concurrent) | Remote

- Rebuilt the agriculture app's monetization model and onboarding flow from the ground up to improve farmer retention and unlock new revenue streams, using heuristic analysis, user interviews, journey mapping, and usability studies — resulting in **6,143+ new daily active users** and more than **3900 paid users.**
- Redesigned the account verification and purchase flows to address high drop-off rates, increasing **verified users by 25%** and boosting in-app **revenue by 20%** through simplified, research-driven UX.
- Collaborated closely with cross-functional stakeholders to align product strategy with rural user needs, simplifying complex agri-fintech workflows into an intuitive, mobile-first experience, leading to **4.6/ 5 reviews on Google Play Store**.

Chronologix. – Work log Tracker for students (Award: Agile learning - Best Project) — May 2025-Jul 2025
Lambton College — Mississauga, ON, Canada | Academic | Onsite

- Conducted **10+ user interviews + surveys** on international students across different institutions to study the pain points of students while keeping a record of their working hours while studying full-time.
- Developed interactive prototypes in Figma, iterating 5+ times across 6 students based on user feedback to improve usability and engagement.

Skills

Product-Led Growth • UX Strategy • Design Systems • Metrics-Driven Design • Stakeholder Alignment • Design thinking • Interaction design • Design Documentation • User Research • Usability Testing • A/B Testing • Journey Mapping • Accessibility • UX Metrics • Figma • Responsive design • Hotjar • Photoshop • HTML/CSS • ReactJs/ NextJs • Chromatic • Storybook • Notion • Jira • Framer • Webflow • Agile/ Scrum • Remote Collaboration • Design QA • Developer Handoff

Education

The Interaction Design Foundation – HCI: Foundations of UX Design. 2025
Lambton College — PMLM (GPA 3.6), Dean's Honour List, 2025
Tribhuvan University — Bachelor of Business Administration (GPA 3.8), 2021

Awards

Project: Brand Ambassador Program Webpage Design — 4.5 stars | Advance Ontario, 2024
Lambton College — Dean's Honour List | Summer, 2024
Rapid UI/UX Evolution: Testing and Designing for a Social Community MVP — 5 stars | Advance Ontario, 2024

Volunteer Work

UX Designer— The Donovan's Venom, 2024
Design Lead — The Inclusivity Institute for Better Data, 2024