BINAY POUDEL (UI/UX Design • Development • Digital Marketing)

Trondheim, Norway   +47 99878304   Binay.uiuxdesigner@gmail.com

LinkedIn   Upwork   Portfolio: www.binaypoudel.com

SKILLS

DESIGN TOOLS & TECH | Figma • WordPress • HTML • CSS PHP • Python • SEO Tools • Elementor Wireframing • Prototyping • Design Systems • Responsive Design • Mobile App Design • Web App Design

SOFT SKILLS | Product Thinking • Attention To Detail Communication • Team Collaboration Creative Thinking • Problem-Solving

EXPERIENCE

Product Designer @ Talent Wars, Australia

Sketching, Wireframing, Figma, Web Application, HR Software

Jan 2025 - Jul 2025

- Designed the complete web-based recruitment SaaS platform UI/UX.
- Built wireframes, user flows, high-fidelity screens, and interaction prototypes.
- Created layout systems, components, and visuals for marketing.
- Conducted UX audits and improved usability based on user feedback.
- Collaborated with developers and stakeholders across time zones.

UI/UX Designer @ Varosa Technology, Nepal

Figma, Canva, UI Design, UX Research, Collaboration with Devs

Jun 2023 - Dec 2024

- Applied end-to-end UX processes from research to developer handoff.
- Designed wireframes, flows, prototypes, and UI screens for Calilio.com.
- Improved mobile CRM UX and dashboard usability.
- Worked closely with developers to ensure design feasibility.

WordPress Designer & Digital Marketing @ Vroom Media Group, Canada

WordPress, SEO, Elementor, Email set up, Themes & Plugins

Jul 2022 - Mar 2023

- Created SEO-friendly business websites using WordPress & Elementor.
- Implemented HTML, CSS, and basic PHP for custom widgets/features.
- Designed email pop-ups, user journeys, and improved engagement.
- Conducted SEO research, UX structure and content layout, optimized landing pages, and ran email marketing campaigns.
- Managed full WordPress site operations, including plugin updates, security checks, backups, and performance optimization to ensure stable and fast-loading websites.

EDUCATION

TRIBHUVAN UNIVERSITY - PARROHA CAMPUS

Bachelor of Business Studies (Finance) Graduated 2022, Nepal

TILOTTAMA CAMPUS

12th Grade in Science Completed 2017, Nepal

CERTIFICATIONS

COMPLETE WEB DESIGN
Provided by Udemy
What I learn: Figma, Layout, typography, Visual Hierarchy, Design Theory, and more.

GOOGLE DIGITAL MARKETING & E-COMMERCE
Provided by Google
What I learn: Marketing, E-commerce, Social Media, SEO, Strategy, Advertising, and more.

PROJECTS

Calilio.com - B2B communication dashboard
Mobile CRM - UX flow optimization
Talentwars.Com.Au - Recruitment Platform

LANGUAGES

English - Fluent
Norwegian - Basic
Hindi - Fluent
Nepali - Native

INTERESTS

UX & Product Thinking • AI/ML Technology Curiosity • SEO Digital Marketing • Product Design Web Technologies • SaaS Systems Continuous Learning • Automation Python • Product Development