

AASHISH MASKEY

UX RESEARCHER & DESIGNER

Competencies + Tools

User Research (Contextual Inquiry, Interviews, Surveys, Field Research, Competitive Analysis, Heuristic Analysis, Usability Testing, Co-Design Studies, Persona Empathy Maps, Journey Maps, Systems Maps, Process Maps, Problem Maps)

Information Architecture (Site Maps, Tree Testing, Open & Closed Card Sorting, Navigation System)

Systems Thinking (Network Maps, Process Maps, Problem Maps)

Design (Sketches, Storyboards, Scenario Maps, User Flows, Design Thinking Facilitation, Ideation Workshops, Participatory Design, Wireflows, Wireframes, Prototypes, UI Design)

UX Design Tools (Figma, Marvel, Miro, Axure, Qualtrics, Survey Monkey, Google Analytics, WAVE Evaluation Tool, UX Tweak)

Other (Blender 3D, Unity 3D, Adobe Aero, Bezi, Spline, Audacity, WordPress)

Contact

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Profile

User experience and interface professional with expertise in user-centered design principles to create intuitive and engaging digital experiences that drive user retention and satisfaction.

Recognized as a leader in the domain of research while advocating for the user. Known for managing and prioritizing research plans that align and execute critical insights and work with stakeholders.

UX Experience

August 2024 – January 2025

Qualz AI | Cincinnati, OH (Remote)

Focused on leveraging AI-driven platform to streamline qualitative research enabling efficient surveys, interviews, and data analysis.

User Experience Designer

Designed intuitive user flows and interactive prototypes to guide the product's design direction. Collaborated with cross functional stakeholders in ideation sessions to shape product strategy.

- **Positioned company to secure seed funding** by enhancing efficiency and usability across the entire user journey.
- **Reduced client drop-off rate** through improved research analysis dashboard that enhanced data clarity and user insights.
- **Enhanced team capability** by mentoring junior designer and fostering collaborative design practices.

February 2024 – June 2024

XRIO | Dover, DE (Remote)

Specialized in creating immersive extended reality experiences for learning.

User Experience Consultant

Recommended enhancements to the features, usability, and accessibility of an immersive gaming experience, Blender Start Here. Conducted comprehensive user research and performed usability testing to identify and recommend enhancements to design issues. Collaborated with stakeholders to ensure the product met user needs and business goals. Analyzed user feedback and behavior and provided actionable insights for continuous product improvement.

- **Reduced beginner drop-off rates** projected by facilitating 1:1 meetings to gather in-depth user insights; created user personas and uncovered the need for community support options like a Discord channel.
- **Improved user satisfaction** predicted by analyzing user needs, behavior, and feedback using interviews and surveys, which found the need to incorporate layers of motivation when players felt stuck.

Certifications

UX Certified: Interaction Design -
Nielsen Norman Group

Human-Centered Systems Thinking -
IDEO U

Leading Complex Projects - IDEO U

Virtual Reality and Augmented Reality
- Massachusetts Institute of Technology
(xPRO)

Dale Carnegie Course – Dale Carnegie

Education

Master of Science, User-Centered Design, Brandeis University, Waltham, MA (2023)

Master of Arts, Photography, Minnesota State University, Mankato, MN

Master of Arts, Art, St. Cloud State University, St. Cloud, MN

UX Experience

April 2023 – June 2023

curaJOY | Carlsbad, CA (Remote)

Dedicated to enhancing emotional intelligence and social skills through interactive and engaging educational programs.

Product Design Intern

Designed interactive wireframes and prototypes based on the design system for a gamified social-emotional skill-building platform. Led ideation sessions, gathered feedback, and created mood boards and user flows to guide the design process and convey ideas. Worked with product designers and other key stakeholders throughout the ideation and concept design phases.

- **45% reduction in clicks** found by optimizing user flows with streamlined processes..
- **Predicted increased user motivation to continue and complete selected quests** by researching applications like Duolingo to form design considerations that support gamification in the learning process.
- **Secured CEO approval for development team implementation** by designing and iterating engaging low-fidelity and high-fidelity prototypes based on user feedback, incorporating motivational features like progress indicators and character selection while leveraging GenAI.

Other Experience

May 2016 – May 2025

Kalihi Palama Health Center | Honolulu, HI

Offering accessible and culturally sensitive medical services to the diverse community of Kalihi-Palama.

Electronic Health Records Specialist

Plan, develop, implement, and oversee the electronic health records (EHR) design and setup with IT, clinic staff, and vendors. Conduct quality assurance audits and provide feedback to ensure data integrity. Recommend workflow improvements for efficiency and productivity, support ongoing clinic operations improvements, and liaise between internal clients and EHR professionals.