

Niushan Maskey

Product Designer

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Summary

I'm a Product Designer based in Nepal with over 7 years of experience leading cross-functional design in enterprise and SaaS environments. I specialize in simplifying complex workflows, building scalable design systems, and mentoring teams. I bring a blend of user-centered strategy, hands-on design execution, and a deep commitment to design maturity.

Experience

- **Veel, Senior UX Designer → Product Design Manager**
Kathmandu (Nepal), Working currently

Leading and mentoring a passionate design team at the intersection of creativity, AI, and product innovation. At this fast-growing Silicon Valley startup, I'm responsible for shaping the user experience across all digital touchpoints —ensuring our platform remains scalable, intuitive, and human-centered as we grow globally.

- **KLIQ, Senior Product Designer**
London (England), Working (Remote), May 2022 – Jan 2025

Building, and maintaining intuitive and scalable design systems and design pattern libraries. Create/prototype design stories that articulate the desired user experience.

- **Entire Business Solutions, UX/UI Designer**
Kathmandu (Nepal), Sep 2019 – Sep 2021

I am responsible for the user interface design and led a design team of three. I did concept, wireframing and design. I focused on usability and user feedback and made the topic more accessible for my team members.

- **Gogati Global, React Frontend Developer & UI Designer**
Kathmandu (Nepal), Feb 2018 – Oct 2019

Education

- **Asia e University, MBA**
2022 - 2024
- **Texas Int'l College, BSc. CSIT**
2016-2019
- **Shikhsadeep HSBS, +2 Science**
2013-2015

Skills

- Figma (UI & Prototyping)
- Usability Testing
- Design System
- UX Research

Constructed the design system of 20+ UI elements and components, keeping the product consistency and doing the frontend coding (HTML/CSS) and little bit of JS.

- **Khullavidyalaya, Graphic Designer**

Kathmandu (Nepal), Apr 2017 – Jan 2018

My main tasks were conception, visualization and implementation of B2B brand campaigns. I focused on digital projects from end to end, such as brand appearances on the web and mobile distribution solutions. There I got in touch with real user experience for the first time and fell in love with it.

- **Texas Imaginology, Intern (Frontend Developer)**

Kathmandu (Nepal), Mar 2016 – Mar 2017

In-house Software Company at our college where I worked with industry experts and developed a web application called E-library which was also implemented at our college library. In my internship, I learned responsive design, Bootstrap, HTML, CSS, JS and even server side language PHP.

Links to some of my works

Due to NDA restrictions, I can only showcase my current project during interviews — where I'll walk you through my full design process, from research to final delivery.

- [KLIQ Case Study](#)
- [Simplaa Mobile App](#)
- [UI Showcase](#)