

# PARIMA BAJRACHARYA

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## PROFESSIONAL EXPERIENCE

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### UX Designer | KGS Technology Group | New York, NY

| Jul 2025 – May 2026

- Worked with product and engineering teams across sprint planning and review sessions for internal tooling and client portal projects, contributing UX input on feature discussions and workflow decisions.
- Conducted user testing to identify usability gaps in client portal workflows and effectively delivered findings to the product and engineering team, contributing to refinement discussions on how to address them.
- Operated within an Atlassian toolchain (Jira, Confluence) for tracking tickets, reviewing acceptance criteria, and understanding how product requirements move from definition to delivery.
- Gained direct exposure to Agile delivery cycles across multiple concurrent workstreams, observing how PMs balance stakeholder priorities, scope constraints, and engineering capacity.

### Product Designer & Researcher | All Grow Association (DFG) | Remote

| May 2024 – Mar 2025

- Conducted competitive and market analysis to inform product roadmap and feature prioritization for a digital learning platform serving K–12 use cases.
- Synthesized user research and A/B testing insights by using UserTesting.com to guide product decisions, replacing manual Excel workflows with a unified digital system and defining requirements and validating with stakeholders.
- Delivered 15+ Figma prototypes to validate product concepts, streamline user flows, and reduce friction for end users
- Partnered with product and engineering teams, managing multiple project timelines simultaneously in an Agile environment using Notion and Confluence.

### Instructional Designer | New York Institute of Technology | New York, NY

| Aug 2023 – Feb 2024

- Designed core curriculum for Product Design master's program, now actively enrolling students, by integrating design thinking and human-centered methodologies aligned to real-world market strategy.
- Managed large-scale data collection using Google Apps and Excel; synthesized feedback to iterate on academic roadmaps while also applying product iteration principles to curriculum.
- Leveraged AI tools such as Claude to analyze qualitative datasets, identifying market trends and translating them into actionable recommendations for stakeholders.
- Collaborated with faculty and industry stakeholders to ensure coursework addressed current market and product strategy challenges.

### Web Design Intern | CTS at SUNY Oswego | Oswego, NY

| Dec 2019 – Mar 2021

- Redesigned the online ticketing portal in compliance with ServiceNow, improving ticket categorization, routing efficiency, and submission clarity campus wide, drawing firsthand experience as Help Desk Assistant.
- Conducted usability testing and accessibility audits on Blackboard, Citrix, and other digital service platforms; iterated based on qualitative and quantitative insights.
- Collaborated with IT, service desk, and web development teams to enhance information architecture, resulting in a more intuitive experience for students, faculty, and staff.

## PROJECTS

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### Manko VR: Immersive Journaling Research – Master's Thesis | Award for Research in Emerging Technologies

- Identified a gap in the mental wellness app market for VR platforms and conducted end-to-end comparative research between VR and mobile journaling experiences to validate the opportunity. Designed and iterated on prototypes demonstrating how immersive features could enhance emotional processing outcomes over traditional mobile apps. Managed the full project lifecycle independently from problem framing through thesis presentation.

## SKILLS

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**Product & Research:** User Research, Usability Testing, A/B Testing, Competitive & Market Analysis, User Story Writing, Backlog Prioritization, Feature Definition, Journey Mapping, Information Architecture

**Technical:** Figma, Jira, Confluence, Miro, Google Analytics, Tableau, Excel, SQL (Learning), HTML, CSS, JavaScript, UserTesting.com, Generative AI

**Process & Collaboration:** Agile & Lean UX, Cross-Functional Collaboration, Stakeholder Communication, Timeline Management, Data-Driven Decision Making

## EDUCATION

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**MA in UX/UI Design and Development** · New York Institute of Technology

**BA in Computer Science** · Minor: Cognitive Science · SUNY Oswego