

Aashish Kadel

📍 Kathmandu, Nepal

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Behance [behance.net/aashishkadel](https://www.behance.net/aashishkadel)

🌐 aashishkadel.com

WORK EXPERIENCE

2025/12 – 2026/02

Product Marketing Intern

Lalitpur, Nepal

Reduct Nepal

- Contributed to the development of marketing assets to support brand visibility and campaign objectives.
- Assisted in creating sales enablement documents to streamline sales processes and improve client communication.
- Designed internal tools for the team to enhance workflow efficiency and support day-to-day operations.

2025/05 – 2025/11

Design Lead

Kathmandu, Nepal

Digital Media Team (Deerwalk Group) [🌐](#)

- Led a cross-functional design team to deliver social media, UI, and print assets aligned with brand and campaign objectives.
- Conducted user research and translated insights into wireframes, high-fidelity UI, and interactive prototypes.
- Partnered with developers to implement front-end solutions, ensuring pixel-perfect execution and adherence to design standards.
- Facilitated design workshops and mentored team members, improving skills, processes, and output quality.
- Coordinated project meetings and stakeholder sessions to align scope, timelines, and deliverables.

2023/12 – 2024/05

Design Lead

Kathmandu, Nepal

DeerHack 2024 [🌐](#)

- Led a design team to deliver creative solutions, ensuring high-quality outputs within timelines.
- Conducted workshops to enhance team skills, align objectives, and foster innovation.
- Designed websites and social media collateral, established branding guidelines, and worked on maintaining brand consistency and engaging target audiences.
- Collaborated cross-functionally with various teams to ensure smooth program execution and cohesive project outcomes.

2023/06 – 2024/11

Product & Web Designer

Kathmandu, Nepal

Luminr

- Collaborated directly with clients to translate business objectives into clear design requirements.
- Led end-to-end design across branding and websites, from discovery and information architecture to visual systems, responsive UI, and handoff.
- Designed and built marketing websites and landing pages focused on conversion and accessibility, optimizing layouts, content hierarchy, and performance.
- Conducted lightweight user research and reviews to inform design decisions and improve usability.

PROJECTS

2026 – Present

Frames2PDF [↗](#)

Figma plugin

With Frames2PDF, users can select and export only the required frames on their page as a single, multi-page PDF right from Figma without the need of any external tools or manual merging.

Features include:

- Drag to reorder frames,
- Preview each frame before exporting,
- Name your file from inside the plugin, and
- Internal linking supported.

EDUCATION

2022 – 2026

BSc. Computer Science and Information Technology

Deerwalk Institute of Technology [↗](#)