

# Anamol Rajbhandari, MSc

## UX / Product Designer

Staunch customer-first proponent, adept at balancing stakeholder priorities with commercial objectives. I combine evidence, insight and design intuition to reveal nuances across user touchpoints and create impactful product experiences.

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### FEATURED ON



### EDUCATION

#### MSc User Experience Engineering (HCI)

Goldsmiths, University of London · London, UK · Grade: Merit, Thesis: Distinction

Modules: Computing the User Experience, Human Factors & Ergonomics, Designing Information & Services, Interaction Science, Research Methods, Applied Topics (UX Issues), Marketing Strategy, Low Code for UX.

### EXPERIENCE

#### Senior Product Designer · Earthlink (via Contra) · Remote, UK · Contract · 10/2025 - Present

Alwatani (ISP app) and Almanasa (entertainment and streaming app), owned and operated by Earthlink Telecom, MENA.

Defining product design for the ISP app (370K+ MAU) and its proprietary streaming platform (1M+ users) to lift engagement and retention KPIs across key flows as an ext. Senior Product Designer at EarthLink Telecom.

#### Product Designer · Nourish Care · Bournemouth, UK · 6 months FTC, Full-time · 04/2025 - 10/2025

Nourish Care Systems is the UK's largest digital care technology platform used by 5,500+ care providers.

Led the product design of a new O-1 product: Nourish Transparency to release in Sep 2025 that standardises evidence-based staffing and funding needs, now used by 8 providers and 4200+ carers as of Dec 2025.

Integrated AI into design workflow, conducted 4 customer sessions including a workshop while collaborating with cross-functional stakeholders, and presented designs at 3 product showcases to audience of up to 120.

#### UX Designer · Buster + Punch · Peterborough, UK · Full-time · 06/2024 - 02/2025

Buster + Punch is a London-born solid metal brand with e-commerce driving over 60% of its total revenue.

Led UX and product design of IP Geo-location feature, building a robust, atomised and annotated dev mode developer handoff, mapping scenarios that covered all countries, four regions (US, UK+ROW, EU, AU) and four language sites that resulted in 35% progression rate when triggered.

Led web design for Black Friday & Cyber Monday campaign generating £3M+ revenue for four regions and language sites, following qualitative e-com UX guidelines, collaborating with project managers, developers and QA team to ensure proper implementation, resulting in 114% improvement on the main CTA YoY.

Identified recurring patterns in customer support data and designed a UI that resolved 73% of reported issues.

Designed BF & CM emails (145K+ subs) and paid social assets (740K+ followers), ensuring strong brand adherence collaborating with the art director and stakeholders across teams. CTR rose 2.27% on emails (despite 35% fewer recipients, 20% fewer sends YoY) and engagement increased by 67% on paid social.

**Digital Design Specialist** · Goldsmiths, UoL · London, UK · Part-time · 05/2023 - 10/2023

Goldsmiths-Lasalle Partnership Innovation Fund (PIF) funded pilot project for advancing digital learning.

Completed a funded online educational pilot project between two educational institutions, Goldsmiths & LASALLE (SG), for 2,000+ staff to create more inclusive digital learning environment for diverse learning needs. Led the digital, visual, web, animation, newsletters for *5 Minutes of Digital Inclusion (Pilot, 2023)*.

**UX Researcher** · Metabloqs · London, UK · Contract · 04/2023 - 09/2023

Metabloqs is a product-led, XinFin-powered Web3 metaverse where people network, learn and play.

Conducted extensive UX research with 16 test participants using Tobii Pro eye-tracking devices (Fusion & Glasses 3) and qualitative research methods to alleviate cognitive load and streamline user journeys across two Metabloqs platforms resulting in a 74% faster task completion rate during usability testing.

**UX Designer** · Tech Kunja Pvt. Ltd. · Lalitpur, NP · 01/2019 - 07/2022

A technology, software and design solutions agency based in Nepal, serving local and international clients.

Led end-to-end product design with 160+ screens and 30+ screen flows, following the double-diamond method, standard UX practices and atomising components for react native development (iOS & Android) for a white-labeled B2B dispatch solutions SaaS startup in Singapore.

Streamlined micro-project briefs into clear documentation and produced web design deliverables (user flows, design system, UI and prototypes) collaborating with stakeholders & engineers.

**UX/UI Design Associate** · Tech Kunja Pvt. Ltd. · On-site · Lalitpur, NP · 10/2018 - 12/2018

Fast-paced UX/UI design deliveries, including motion elements using Lottiefiles and After Effects.

**Digital Creative** · Freelance · Remote · Kathmandu, NP · 08/2015 - 07/2022

Worked on multiple one-off client projects worldwide based in the US, UK, and EU, some with millions of followers and in multiple creative domains (visual design, animation, video editing, digital marketing, etc.)

Expanded Captain Jetson's reach on Google News, a California-based airline website (acquired).

Streamlined video production efficiency by +700% for Miss Universe Nepal, saving thousands of dollars.

Clients include: Lakers Nation, NYCE Companies Inc, Miss Universe Nepal, Not Old Better Show, ZTPR LLC, Pagevamp, SNOW®, Washington DC Longevity Innovation Summit, Captain Jetson, Regional Dance America.

**Contributing Writer** · ECS Media Pvt. Ltd. · Lalitpur, NP · 02/2015 - 07/2015

ECS Media is one of Nepal's leading publishing authority on cultural and lifestyle narratives.

Researched, interviewed and wrote articles for ECS Build and ECS Nepal.

## CONTRIBUTIONS / VOLUNTEERING

- ◉ [UXPA International](#) · [UX Strategy Topic Chair, UXPA Conference 2026](#) · United States · Remote
- ◉ [Mobbin](#) · [UX Contributor](#) (1 of 3 contributors for the UK-based apps) · Singapore · Remote
- ◉ [East London Waterworks Park](#) · [UX Research Lead Volunteer](#) · United Kingdom · Remote
- ◉ [AbilityNet](#) · [Tech Volunteer for Senior Citizens in Cambridgeshire Area](#) · United Kingdom · On-site
- ◉ [Codecademy](#) · [UX/UI Docs Contributor](#) · United States · Remote
- ◉ [Opretron Web Design Awards](#) · [Judge](#) · Turkey · Remote
- ◉ [Creative Circle Awards](#) · [Judge](#) · United Kingdom · Remote

## MEDIA / PUBLICATIONS

- ◉ [UXmatters](#) · [How Vague UX Communication Breeds Misalignment](#) · 2025
- ◉ [UXmatters](#) · [What Designers Often Forget: The Brain Has Its Own Rules](#) · 2025
- ◉ [UXmatters](#) · [Evolving Beyond the Double Diamond to Become a Strategic UX Designer](#) · 2025
- ◉ [freeCodeCamp](#) · [How UX and Marketing Are Saying the Same Things, Differently](#) · 2025
- ◉ [Nerdbot](#) · [Design Smarter, and then Prettier: The Psychology Behind Interfaces That Work](#) · 2025
- ◉ [Nerdbot](#) · [Built a Viral Instagram Effect Gaining 18 Million Impression, Used 2 Million Times...](#) · 2023
- ◉ [Inform Nepal](#) · [The Global Web of Crypto Scams and Its Impact on Nepalis Abroad](#) · 2022
- ◉ [Inform Nepal](#) · [When Classrooms Closed, Teachers Learned, and Nepal Logged In](#) · 2022
- ◉ [Inform Nepal](#) · [Kathmandu's Cashless Leap and Changing Spending Habits](#) · 2021
- ◉ Featured on: [UXDX: The Product Modal #253 #273](#), [UXtweak](#), [TechBullion](#) and [Goldsmiths, University of London](#)

## AWARDS

- ◉ [CSS Design Awards](#) · [Special Kudos Award for UX, UI and Innovation](#) · United States · 2025
- ◉ [Orpetron Web Design Awards](#) · [Orpetron Web Design Appreciation](#) · Turkey · 2025
- ◉ [International Design Center Berlin \(IDZ\)](#) · [UX Design Awards, Nominated](#) · Germany · 2025
- ◉ [Global Enterprise Experience \(GEEBIZ\)](#) · [Commitment Award](#) · New Zealand · 2015
- ◉ [Idea Studio Nepal](#) · [Ideator in the First Nationally Broadcasted Entrepreneurial Reality TV show](#) · Nepal · 2014  
TV appearance: Episode 4 and Episode 13 in Season 1.

## SPEAKING

- ◉ [Course Presenter, Design & Technical](#) · [5 Mins of Digital Inclusion](#) · United Kingdom · 2025  
Goldsmiths-Lasalle Partnership Innovation Fund (PIF) funded course on Open Learn, The Open University.

## KEY CERTIFICATION

- ◉ [Baymard Institute](#) · [UX Professional Degree: Tier 2](#) · United Kingdom · 2025  
[One of 41 UK certificants \(T1 / T2\), graduated with a deep understanding of Baymard's UX research findings.](#)