VAISHALI SHARMA

GRAPHIC DESIGNER

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PROFILE

Graphic Designer with over a year of experience creating social media designs, brand identity, 3D product visuals, and ad creatives in Canva. Currently designing for two live brands at Rouniyar International and Bath Nepal, where every post and ad has to look consistent, on brand, and ready to perform. Trained in UI/UX design, bringing a clean sense of layout, hierarchy, and spacing to every piece. Fluent in Hindi, Nepali and English, and comfortable taking a project from brief to final delivery.

SKILLS

Design Tool: Canva (posts, carousels, ad creatives, brand kits, presentations, video and reels)

Design: Brand Identity | Social Media Design | Ad Creatives | 3D Visual Design | Layout & Typography | Colour Theory

Also: AI Video Generation | Meta Ads Manager | UI/UX Fundamentals | Content Planning

Languages: Nepali (Native) | English (Professional) | Hindi (Conversational)

EXPERIENCE

Graphic Designer (Freelance) 2025 - Present

- Design social media posts, carousels, brand identity assets, 3D product visuals, and ad creatives for clients across Nepal, all in Canva.
- Build consistent visual systems with set colours, fonts, and layouts so a brand looks the same across every post.
- Take work from brief to final files, handling revisions and delivering in the formats each platform needs.

Digital Marketing & Content (Design Focus) September 2026 - Present
Rouniyar International & Bath Nepal, Biratnagar

- Design near-daily posts and product creatives for two brand accounts: Rouniyar International, an authorized importer and distributor of water pump motors, and Bath Nepal, its bathroom products brand.
- Create ad creatives for Meta Ads campaigns and keep both brands visually consistent across every page.

UI/UX Design Intern 2024 - 2025
Clove I.T. Pvt. Ltd.

- Designed 6 responsive web and mobile interfaces, applying modern design and brand principles.
- Built a component library of 20+ reusable elements to keep every screen visually consistent.
- Ran usability testing that cut checkout and sign-in from 5 steps to 3.

EDUCATION

Bachelor in Computer Application (BCA) 2020 - 2025
Tribhuvan University, Nepal | *GPA: 3.32*

SELECTED WORK

Nike Instagram Post | 3D Smoothie Collection | Step Into Style | Wanderlust
Full portfolio and case studies at **vaishalisharma.com.np**