SUMIT RAJ GIRI

Graphic Art Director & MSc UX Designer

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Graphic art director with 4+ years across print campaigns, brand identity, packaging, and fintech UI/email design — currently completing MSc User Experience Design at Birmingham City University, combining visual craft with primary research, WCAG 2.2 AA auditing, and structured usability evaluation.

SELECTED UX RESEARCH & PRODUCT CASE STUDIES (BCU)

Drift — Anti-Doomscrolling Boundary System
CMP7215 · CMP7217

Visual Designer & Primary Research Lead (Group 6)

Ran campus QR survey recruiting (n=20) + 4 interviews: 65% scrolled 1+ hour past 9 PM and 0/20 found punitive blockers helpful. Designed a 4-stage iOS Dynamic Island progressive friction flow (18m haptic, 10s breather, 3m wrap-up, Face ID / 3s hold) in Figma.

NX Bus West Midlands — WCAG 2.2 AA Redesign
CMP7219

Accessibility Research & Annotated Wireframes

Audited National Express mTicket across 4 lived-experience personas (wheelchair, congenitally blind VoiceOver, BSL deaf, ADHD/dyslexia). Mapped annotated lo-fi flows to WCAG 2.2 criteria including SC 1.4.1, 1.4.3, 1.4.4 (200% zoom), 1.4.10 Reflow, and 2.5.8 Target Size.

Dementia Hackathon & 2D / AR / Audio Navigation
CMP7217

Co-Design Paper Prototyping & Comparative Study Design

Co-framed an emergency home-card paper prototype ("Homescreen+") around caregiver needs, plus a within-subjects Latin Square BCU campus navigation evaluation comparing 2D map, AR Live View, and Audio cues using NASA-TLX workload and SUS scores.

DESIGN EXPERIENCE

Creative Designer — Yirifi.ai
MAR 2025 — PRESENT

Designed B2B onboarding and transactional email systems, contributed to web UI/UX improvements with engineering and UX teams, created apparel merch lines, and delivered daily social/brand campaigns.

Senior Designer — Sudha Solution
NOV 2023 — MAR 2025

Directed editorial magazine spreads, print brochures, and campaign assets across hospitality and finance clients including Soaltee Hotels, Luminous, and NIC Asia Capital.

Creative Designer — Project A
JAN 2022 — NOV 2023

Produced brand collateral, multi-page print brochures, and digital campaign systems balancing visual hierarchy with client messaging.

Intern Graphic Designer & Freelance Client Work
2021 — 2025

Interned at Ads Market (Sep–Nov 2021); delivered key art, packaging, and outdoor campaigns for Nepathya Live in Boston, HAMS Hospital 25th Anniversary, Alka Hospital, Sprite Nepal, Aprilia Nepal, Bishwojyoti Cineplex, and Nepal Liquors.

EDUCATION

MSc User Experience Design
Birmingham City University, UK · 2025–2026

BSc (Hons) Multimedia Technologies
Islington College, Kathmandu

UX METHODS & STANDARDS

Primary Research · Guerrilla Testing · Paper Prototyping · WCAG 2.2 AA Audit · Persona Mapping · NASA-TLX & SUS · Latin Square Design · Interaction Flows

TOOLS & CRAFT

Figma · Adobe Photoshop · Adobe Illustrator · After Effects · Autodesk Maya · HTML / CSS · Editorial Type · Devanagari Type · Print & Packaging · Email Systems

AVAILABILITY & PORTFOLIO

Open to UK UX & Product Design roles and selected art-direction commissions.

Interactive case studies, live Dynamic Island prototype, and 24 uncropped visual plates online at **sumitgiri.com.np**.