



APAR SHRESTHA

PROJECT MANAGER

Self-taught designer with 8+ years of experience in WordPress development, brand identity design, and social media advertising. Combining strong visual storytelling with technical precision to craft high-performing digital experiences for diverse clients.

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SKILLS

- WordPress Development
- PHP
- Figma & UI Wireframing
- Adobe Illustrator & Photoshop
- Brand Identity Design
- Social Media Advertising & Strategy
- On-Page SEO
- Content Structure & UX

EDUCATION

Bachelors in Computer Science and Information Technology

Lumbini ICT - Tribhuvan University
2014 - 2018

Bachelors in Social Work

Tribhuvan University
2022 - Ongoing

EXPERIENCE

○ DESIGN & SEO CO-ORDINATOR

Pebbles
2023 - Present

- Lead design and development for client websites using WordPress
- Manage on-page SEO strategies and performance tracking for over 20 projects.
- Collaborate on branding and creative direction for startups and hospitality businesses.

○ DESIGN MANAGER

Pwnbot
2021 - 2022

- Led creative design team delivering web, branding, product UI design and social media assets.
- Developed brand identities and responsive WordPress sites for local tech clients.

○ GRAPHIC DESIGNER

Olgya
2019 - 2020

- Created digital content, print collateral, and brand visuals.
- Handled design-to-dev handoff for web projects and SEO-ready design layouts.