📝 UI / UX Designer 💡

Jithmi Alwis

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New Zealand open work visa

🔴 https://dribbble.com/JithmiAl

in https://shorturl.at/mpIJK

As a dedicated UI/UX designer based in Auckland, I bring over four years of experience and a solid foundation in media and graphic design. My expertise lies in understanding UI/UX principles and translating them into visually compelling and user-centric designs.

I graduated from University of Moratuwa in B. Design, with a GPA of 3.9 as the batch top. My design degree is also complemented by an MBA and a Bachelor in Science. I am proficient in tools like Figma and the Adobe Suite, I am adept at transforming ideas into seamless digital experiences.

With experience working with multiple international clients, I'm competent in conducting UX research and testing. I am committed to gathering feedback and iterating designs in an agile fashion.
With a positive attitude towards design and problem solving, I'm always ready to take on new challenges and give my maximum input for the success of the project.

UI/UX Design - Work Experience (4+ years)

Moana Digital Solutions
Auckland, NZ
Jan '24 - present

Digital web designer (on contract)

- Conceptualising and designing websites for SMEs in New Zealand. Strong ability to understand customer's requirements, target audience, services, competitors to decide on designing elements.
- Competent in delivering effective, integrated, and frictionless digital experience.
- Designing user functionality and interfaces using user-centered design principles.
- Defining the vision and execution of solving user problems through the user experience. Collaborate with stakeholders to translate their goals into unique product experiences

Unicorn Hatch
Auckland, NZ
Sep '22 - Dec '23

UI and UX designer (web and graphic)

- Was able to **increase the customer satisfaction by 43%** by re-visualising the dashboard
- Strong understanding of how details, numerics, graphs and complex data have to be visualised in a simpler way. Was responsible of researching, designing, and prototyping user experiences to create a new look and feel for the product
- Worked closely with developers to ensure what is designed is precisely executed and relevant technical constraints are met. Collaborated with developers and product managers to ensure design solutions are feasible. Proactive team player who is happy to contribute new ideas.
- Ensured visual and brand consistency across all products. Designed the website, social media posts, dashboard etc.
- Defined the user experience, interactions, and user interface through user flows, information architecture, sketches and wireframes, and visual design

Self employed freelancer
Colombo, Sri Lanka
March '18 - present

UI / UX and digital media designer

- Strategically created features, functionality and visual designs
- Maintained a strong understanding about customer landscape, needs, competitors and trends. Experienced in handling customers and working with them smoothly
- End to end designs for social media posts, branding, websites, while focusing on user experience and functionality.
- Experienced in user research and usability testing. Used data, analytics for informed design decisions, while delivering solutions across multiple platforms.

Well versed in multiple UI / UX design projects and worked for international clients mentioned below.
Worked as an experienced UI/UX designer with their development teams
Yohndy – USA | Tax Global – USA | Sekara – Sri Lanka

VC

Virtual Capital NZ
Auckland, NZ
March '21 - Aug '22

UI designer

- Independently controlled the overall style of the project while maintaining a comprehensive design system
- Identified user needs and translated complex requirements into compelling design solutions. Strong ability to understand and document user requirements. Ability to communicate, justify intentional design considerations ensuring understanding
- Revitalised interfaces to embody modern aesthetics, aligning them with the brand identity HCI principles
- Created information structures, sitemaps and did user testing where necessary. Familiarity with customer research methods, including interviewing, contextual inquiry, usability testing, etc

Education

Masters of Business Administration

Graduated with a Merit (Cardiff Metropolitan University)

B. Design, Specialised in Media and Communication design

Graduated as the batch top with a GPA of 3.9 and received the Gold medal. (University of Moratuwa)

B. Sc in Information Systems with Business Management

Graduated with a 2nd upper (University of Westminster)

Technical Skills

- **User Interface Design (UI)**
- **Usability Testing**
- **Figma (Software)**
- **Wire-framing**

- **User Experience Design (UX)**
- **Prototyping**
- **Adobe Suite (Software)**
- **User Research**

- **Human computer interaction**
- **Design guidelines**
- **Interaction design**

Personal Skills

Communication
Effectively collaborate with team members, stakeholders, and clients. Effectively communicate the comprehensive design solution to the broader teams and convey design ideas, gather feedback, and present design solutions

Problem-solving
Ability to identify issues, analyze problems, and find creative solutions is essential for overcoming design obstacles

Collaboration and Teamwork
Ability to collaborate closely with Engineering, QA, and Product teams. Ability to work with cross functional teams as a proactive problem-solver.

Creativity
Ability to think outside the box and come up with innovative design solutions

Referees available on request