

Samath Aravinda, UXC

Senior UI/UX Designer



EXPERIENCE

Product Design Lead

eZRx at Zuellig Pharma

Dec 2021 - Present - Singapore

Working as product design lead for eZRx product that operation in 09 countries. Working with stakeholders across countries for standardise solution on Ordering, Payments & return modules.

Senior UX Designer

Govtech Singapore

Dec 2020 - Dec 2021 - Singapore

Working on Two Smart Nation Projects As Solo Senior UI UX designer following all the ux methodologies for better UI outcome. Also communicating with government agencies for user interviews and presenting solutions to higher ranks in Government.

Senior UI/UX Designer

Thales Solutions Asia Pte. Ltd

Sep 2019 - Dec 2020 - Singapore

Worked for Singapore Gov C2 Project. User research with user interviews, filed studies and creating clickable prototypes for mobile, console & videowall platforms. Rapid prototyping for user testing and atomic principle for designs.

Senior UX Lead

99x Technology

Apr 2017 - Aug 2019 - Norway / Sri Lanka

Worked for Norway Finance & Accounts Reconciliation System. Assisting in developing new services and features with User Centred design methods, Evaluating & improving usability for existing services and features on regular basis, Usability Test on different countries. Development of Adra Common UI Framework using Aurelia, and adoption of the Common UI elements to Adra Product Suite (All the products are Single Page Applications and use the common UI framework). Measure & report usability metrics for all the products, Heuristic evaluations, Implement AA standard on accessibilities. Agile work method with three countries product owners.

www.samatharavinda.lk

samath4me@gmail.com

+65 90 999 565

Skills & Tools

User Research

Diary Studies

Persona

Journy Map

Service Blueprint

Usability Testing

Affinity Diagrams

User Flows

Wireframing

UI Design / Atomic Design

Responsive Web Design

Rapid Prototyping

AB Testing

Analytics

UX ROI

Brandings

Agile/Kanban

Figma, Miro, Adobe

Photoshop / AI / XD

Sketch, Axure RP, UX Pin,

Balsamiq, Marvel, QGIS

HTML, CSS, SCSS/LESS,

Bootstrap, JS/Jquary,

Aurelia, TypeScript,

Wordpress, FullStory

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EXPERIENCE

Design Lead

Pyxle International

Dec 2015 - Apr 2017 - Sri Lanka

Team Lead of 20 employees on web team and handled 15 client accounts at a time. Client pitching meeting for the new accounts with propose design solution and confirm the business. Creating user personas wireframing and design concepts for the clients and finalizing on best scope & communication with clients throughout the release for a smooth delivery of the project. Code reviews and improvements. New initiatives for the company.

ICT Consultant | UI/UX Engineer

Commercial Credit Pvt Ltd

Dec 2013 - Dec 2015 - Sri Lanka

This is an A grade finance company in Sri Lanka. Was a consultant and UI UX engineer for the new ERP system integration. This is a system which cater to 75 branches. Field study and user research to understand the ground level operation Internal and external to incorporate changes, on Product & infrastructure design of the finance company. ATM, POS systems, Offline Systems, and Web application UI handled.

UI/UX Engineer

ODDLY Pvt. Ltd

Mar 2013 - Dec 2013 - Sri Lanka

This is a start-up company that worked towards cloud funding for Grenada government. System is developed using Scala java and Play framework. User Centre Designs and rapid prototyping according to user feedback and diary studies. Frontend development using play framework. Award winning Altair web solution design and development

Senior Web Designer

Pyxle Pvt. Ltd

Sep 2010 - Mar 2013 - Sri Lanka

A web solution company with a leading customer base in Sri Lanka. Joined as a web designer and within 03 years climbed on the path as the Senior Web Designer.

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Education

PGD in Business Management

NSBM Green University,
Sri Lanka

Diploma in Web Development

OpenArc Campus,
Sri Lanka

Licenses & Certifications

Nielsen Norman Group

UX Certificate (UXC)

Credential ID 1035027

Recognition

Silver Award - Bestweb.lk 2022 -
Sri Lanka

Best personal web brand

Gold & Silver Award - Bestweb.lk
2015 - Sri Lanka

Best advertising & marketing

Silver & Bronze Award -
Bestweb.lk 2015 - Sri Lanka
Education Category & overall

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EXPERIENCE

Web Designer

LemonOX Pvt Ltd

Mar 2010 - Sep 2010 - Sri Lanka

A web solution company in Sri Lanka. Creating new designs and front end development for web sites was the role.

Web/UI Designer

Durdans Hospital

Oct 2007 - Mar 2010 - Sri Lanka

Leading hospital in Sri Lanka. New ERP system implementation is the main target. Designing New UI screen for hospital each department, Dashboard design for TV screens on patient areas. Migration time handle the billing department old system and new ERP system as user research and finalise on journey maps

VOLUNTEER EXPERIENCE

UX Mentor

CareerFoundry

2020 - Present - Europe/Asia / Online

Mentor in CF which supports the youth as well as people seeking to switch careers.

Organiser / Speaker/ Lead Consultant

Hex

Mar 2013 - Dec 2013 - Sri Lanka

Focusing on helping UX community to move towards better UX implementation in Software Products. HEX conducts workshops in Sri Lanka and Malaysia to achieve this goal, via the HEX UX Model developed by the HEX team. So far, HEX has been able to successfully organize six workshops in Sri Lanka and Singapore/Malaysia. These workshops are focused on hands on UX activities, with careful attention given to each individual of the workshop.

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