

Uma Wickramaratne

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ABOUT ME

I am a passionate UX and UI Designer, coming from a strong background in fashion and graphic design. I have extensive experience in conducting user research, interpreting the results, and designing successful products, end to end.

With my previous experience, I always believe that a good design is a useful product that can create positive change. I always make sure that it is not only functional but also psychological and aesthetic.

EDUCATION

TERTIARY EDUCATION

User Experience Design Transform Course

Academy Xi , Melbourne
October 2020

B. Design (Hons) Fashion Design and Product Development

University of Moratuwa, Sri Lanka
May 2011 - March 2016

2nd Class Upper Division

PROFESSIONAL DEVELOPMENT

Google Analytics for Beginners

Google Analytics Academy , Remote
May 2020

The Fundamentals of Digital Marketing

Google Digital Garage , Remote
May 2020

Professional Qualification in Human Resources Management (PQHRM)

Chartered Institute of Personnel Management (CIPM), Sri Lanka
April 2013- March 2015

Final Research - Distinction

WORK EXPERIENCE

UI/UX Designer

EZITECH

- Is an online platform for student services and accommodation.

January 2021- Present

Remote / Melbourne

I was the main UI/UX Designer and I helped redesign the EziExperience website by;

- * Translating ideas, user flows into wireframes , mockups (low to high)and prototypes
- * Conducting usability tests and gather feedback
- * Combining creativity with an awareness of the design elements and maintain UI style guides.
- * Setting up interviews and user-testing script and sourced participants for our research.
- * Creating a survey that helped me to gain insights into our target audiences' behaviors.
- * Generate persona and mapping out the journey that guided me to understand the user pinpoints.

Live website - <https://eziexperience.co/>

UX/UI Designer - Freelance

AudioPin

May 2021- Present

Remote / Melbourne

AudioPin is a early stage start-up which is audio media technology and artificial intelligence in creating an intuitive note-taking and information retention product that improves the learning and teaching experience of students and educators in the classroom and on video platforms.

- * UX Research
- * Wireframing and prototyping
- * Usability testing
- * Visual designs
- * Accessibility testing

UX/UI Designer - Freelance

Walkmate

April 2021- June 2021

Remote / Melbourne

Walkmate is a platform for pet walkers to connect with their favourite pet (dogs or cats) and have a walk with them. The brand focuses on creating a safe space in form of a mobile app. It helps pet owners to connect with likeminded individuals who loves dogs and cats and building a positive and friendly community.

- * UX research
- * Design workshops
- * Wireframes and prototypes
- * Usability testing
- * Accessibility testing
- * Iterations

UX Designer

Lendhaus - Contract

December 2020

Remote / Sydney

- Is an online platform to provide loan offer comparison and end-to-end-loan facilitation.

Along with three other UX designers, we re- designed company website to improve user experience, particularly information architecture. My contributions were:

- * Deep dived into existing company research to identify the company overview and the process of obtaining a loan for a commercial property and gathered information.
- * Conducted interviews and identified user behaviour, needs and painpoints.
- * Designed wireframes from Low to High Fidelity and clickable prototypes.
- * Conducted concept and usability tests to understand how real users interact with the website and made changes based on the results.
- * Presented the final outcome to Co-founder/ CEO and BA.

UX Designer

The Common Purpose Collective - Contract

November 2020

Remote / Melbourne

- Is a social innovation consultancy firm to support clients.

Along with three other UX designers, we re- designed company website to improve user experience, particularly information architecture. My contributions were:

- * Conducted primary and secondary research to understand the sustainable development and gathered necessary information and synthesised them.
- * Conducted one on one interviews and surveys and sourced participants for our research.
- * Facilitated the ideation workshop with the client and identified key solutions to be addressed.
- * Generated Low to High fidelity wireframes and clickable prototypes.
- * Used Trello and designated tasks to ensure that our design team move rapidly within the time duration.
- * Presented the final outcome to Co-founder/CEO.

UX Designer

GoDriven - Contract

October 2020

Remote / Sydney

- Is an online platform for travelers who explore Australia.

Along with three other UX designers, we re- designed company website to improve user experience, particularly information architecture. My contributions were:

- * Conducted one on one interviews and surveys.
- * Used synthesis insights to create the persona and journey map.
- * Conducted a visualisation workshop with client and the design team.
- * Developed our persona's user flow and identified features and elements of the product.
- * Conducted usability tests .
- * Prepared and presented the product to CEO/founder and other stakeholders.

Other

Human Resources Consultant

Quinlan Consultancy Team

April 2020 - April 2021

Remote / Melbourne

- * Reviewed students' resumes and LinkedIn profiles and provided them feedback.
- * Conducted mock interviews with students and provided them feedback.
- * Interacted with students to get feedback on their use of Quinlan training portal and look at how the company can improve the L&D experience.
- * Monitored job seekers (fresh graduates in Accounting and Finance).

Achievement:

- * I was able to increase the student job finding rate by 20%.

Fashion and Graphic Designer

Fiverr - Freelance

September 2020- Present

Remote / Melbourne

- * Create technical drawings.
- * Create flat sketches from original samples for development.
- * Create graphic design projects for individual clients.

Fashion and Product Designer

Spencer Denim Industries

May 2016- February 2019

Sri Lanka

- * Researched, planned, designed and inspected the process of developing new ideas for working casual wear and outerwear brands (Pearly King, Mish Mash, New Blood, Rugged Heads).
- * Researched and analysed future projections and identified product direction for each brand.
- * Solved problems collaboratively with UK design team and the Managing Directors.
- * Created sketches and technical details using illustrator for new styles.
- * Developed customer mood boards, concept boards and colour palettes .
- * Presented work to design director and design manager.

Achievement :

Increased the revenue by 25% introducing a new digital printed outerwear range. This included creating all graphics and silhouette designs, technical details, finalising colours, fabrics and setting up the execution.

SKILLS

TECHNICAL SKILLS

UX Research, testing and analysis
Design and collaboration tools
Wire-framing and prototyping
UI Design and Visual Design
Graphic Design

SOFTWARE

Figma , Adobe XD, Illustrator , Photoshop,
InDesign, Sketch

SOFT SKILLS

Empathetic
Adaptive
Problem solving
Team work and Collaboration
Stakeholder management

TOOLS

Miro, Slack, Trello, Microsoft Office (word,
excel, power point)

VOLUNTEER WORK

Volunteer - Retail Assistant

Red Cross , Melbourne

September 2019- April 2020

Member/ Team Leader / Manager

AIIESEC , Sri Lanka

November 2013- October 2015

Youth Member

Red Cross , Sri Lanka

January 2012- February 2015

REFERENCES

REFERENCES AVAILABLE UPON REQUEST .