



Nawoda Jayasinghe

User Experience Designer

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[Behance](#)

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WORK EXPERIENCE

UX Designer, Algonomy

3 months – Full Time (2023)

Wireframes Data Visualization Design Systems Prototyping Responsive Design Problem Solving

- Initiated UX design processes for existing AI-based SaaS application.
- Established design best practices for user experience enhancements including UX processors.
- Created and maintained a design system for diverse themes.

Junior UX Designer, Rootcode Studio

2 years – Full Time (2022 – 2023)

User Interviews Competitor Analysis Journey Maps Heuristic Evaluation Affinity Maps Cross Functional Knowledge

User Personas Card Sorting Storyboarding Information Architecture Accessibility Micro Interactions

- Acted as the lead UX designer for rootcode AI team.
- Designed UIs and UX flows for multiple conversational AI platforms leading the end-to-end product design cycle.
- Created brand guidelines and designed ConverseUp product launching web site.
- Developed and implemented a structured handover process to effectively communicate responsiveness specifications and usability improvements to frontend developers.
- Introduced best practices for cross-functional communication throughout the product life cycle, ensuring smooth collaboration for long run complex products.
- Conducted sessions for the design team and provided comprehensive Figma basics sessions for frontend developers to enhance their design productivity.
- Contributed for Bootcamps organized by Rootcode for Undergraduates.

Intern UI UX Designer, Rootcode Labs

2021 (6 months – Full Time)

Empath Maps User Flows Usability Testing User Stories Time Management Creativity

- Contributed to brainstorming and designing the Rootcode Studio and Rootcode Labs websites.
- Created the official mascot of Rootcode, which added a unique and memorable element to the brand's identity of rootcode.

Product UX Designer, CrowdSnap.io

1 year – Part Time (2022)

Web Developer (Front End- React), LED KLN, University of Kelaniya

1 year – Volunteer (2022)

UI UX Designer , Generation Alpha

6 months – Volunteer (2021)

EDUCATION

2020 - Present (Final Year UG) CGPA 3.668

B. Sc. (Hons) UG in Management and IT Specializing in IT , University of Kelaniya

2023 - Meta (Reading)

FE Developer Professional Certificate

2023 - Google

Google UX Design Certification

2022 - University of Michigan

UX & Interaction Design for AR/VR/MR/XR

2022 - Udemy

MERN Web Development Bootcamp

2021 - Google

Fundamentals of Digital Marketing

2018 (Com Math : A Physics : B Chemistry : C)

GCE A/L in Physical Science Stream, Sujatha Vidyalaya – Matara

ACHIEVEMENTS

2023 - Inter University Girls Hackathon

Hackaholics 5.0 – Champion

2022 - Inter University Hackathon

HackX 7.0 – Second Runner Up

2022 - Intra Department Ideathon

Ideasprint 7.0 – Champion

2021 - Marketing Campaign Design Category

INCO 2021 – Champion

2020 - Intra Department Ideathon

Ideasprint 5.0 – Champion

REFEREES

UX Lead - Rootcode Labs

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Senior UX Designer - IFS

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