



Nawodā Jayasinghe

User Experience Designer

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Be Behance

in LinkedIn

Portfolio

WORK EXPERIENCE

UX Designer, RichRelevance

4 months - Full Time (2023 - Present)

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.

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 B2B 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

6 months - Full Time (2021)

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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