Vihan Ramanayake Resume

B. Commerce/Information Systems Graduate @ UNSW

Relevant Experience

During my time in the workforce and at university, I've been exposed to all facets of product development, from building databases to designing the interface of web and mobile applications. I'm seeking to apply my design and leadership skills to build impactful products.

Education

2017-02 – 2021-08 ***UNSW Sydney***
B. Commerce / Information Systems

- **Relevant Coursework**: UI/UX Design, Design Thinking, Programming, Data Analytics
- **Honours and Awards**: UNSW Dean's Award 2018
- **WAM:** 80.5

Relevant Experience

PROFESSIONAL

2021-07 – Present ***Hemisphere Digital***
Business Analyst

- Lead **stakeholder workshops** to gather product requirements and translate them into technical and design language
- Conduct **usability testing** on working software to document feedback and wireframe design improvements

2020-01 – 2020-02 ***Deloitte Australia***
Technology Consultant

- Conducted **user research** and synthesised findings from market and competitor analysis
- **Designed the systems blueprint and prototype** of a cloud dashboard solution for contact centers

2019-09 – 2019-11 ***KPMG Australia***
HR Consultant

- Exercised **communication skills** by liaising with business units to organise and execute large-scale events (e.g., KPMG Launchpad)
- Demonstrated **design skills** by creating marketing material to advertise graduate positions on social media

UNIVERSITY

2021-05 – 2021-08 ***Project Dreamtime***
UI/UX Designer

- Lead stakeholder **surveys, interviews and usability testing** to document pain points and prioritise and refine features
- Translated user requirements into a product by **designing wireframes and prototypes** on Figma and Android Studio

Volunteering Experience

2021-01 – Present ***UNSW Sandbox Society***
Co-Founder

- Oversee and manage the performance and operation of 6 organisational units to ensure alignment with strategic objectives.
- Collaborate with multiple stakeholders, including Industry and Academics to co-design Sandbox Challenges.
- **Key achievement:** received over 600 Facebook page likes within the first 2 months of operation.

2020-10 – Present ***UNSW Microfinance Consulting Group***
Vice President

- Oversee and manage UMCG's Events and Partnerships team.
- Coordinated with the CEO of Grameen Australia and CFO of Opportunity International Australia to design Microfinance projects
- **Key achievement**: secured a Principal Sponsorship of $500 from Grameen Australia and non-monetary sponsorships from EY, Deloitte and Oliver Wyman.

Design Tools/Skills

Adobe XD ●●●●●●●●○○

Adobe Illustrator ●●●●●●○○○○

Balsmiq ●●●●●●○○○○

Photoshop ●●●●●●○○○○

Figma ●●●●●●●●○○

Canva ●●●●●●●●○○

Hobbies/Interests

- ***Cricket***: currently play for Marrickville Cricket Club in the Seniors competition, where I communicate with the captain to develop in-game strategies and execute match plans.
- ***Reading***: enjoy reading Personal Development and Business books.
- ***Art/Design*:** I like creating digital artworks in my spare time using Adobe Illustrator.

Referees

Available upon request.

Vihan Ramanayake Portfolio

A Collection of My Work

Project Dreamtime

Project Dreamtime was an **8-week university project** consisting of four 2-week Agile sprints in **partnership with the Australian Red Cross** that aimed to raise awareness of First Nations Peoples diversified arts, culture, and values. Our team developed an end-to-end mobile application that allows Indigenous Artists to showcase their artwork and connect with the Australian community to bring awareness to the heritage and cultural significance of Indigenous artworks.

Team & Role

I was the **UI/UX Designer**, and I was part of a diverse **Agile team** consisting of a Scrum Master, Product Owner, 2 Business Analysts and 2 Developers. I was responsible for defining user pain points, converting user requirements into a product through the development of various wireframes and prototypes on Figma and Android Studio, and interacting with end users to conduct usability tests and refine the product.

The Problem

Arts is integral to First Nations Peoples culture, as it is used to pass down knowledge of the land, events, and beliefs. Dreamtime stories of creations are depicted through artworks and passed down from generation to generation through these artworks and this tradition is imperative to keep Indigenous culture alive.

Indigenous artworks are severely underrepresented in the art community, with only 20.5% of Australian galleries showcasing Indigenous artworks (Parliament of Australia, 2020). Indigenous artworks are also heavily misappropriated, with over 80% of Indigenous artworks sold in Australia being inauthentic *(Arts Law Centre of Australia, 2021)*.

In part, this situation exists because tourists and non-Indigenous Australians alike, are not aware that they are inauthentic, nor aware of the cultural significance of First Nations arts and crafts. Ultimately, the lack of awareness and appreciation of Indigenous arts contributes to the marginalisation and loss of identity of First Nations People.

How can we increase the awareness and appreciation of Indigenous art to decrease marginalisation and loss of identity within Indigenous communities?

Design Process

Research: User Surveys

To understand the expectations, concerns, and motivations of our target market, I collaborated closely with the Business Analysts in our team to design user surveys for each of our target users (Indigenous Artists and Art Enthusiasts).

When it came to Indigenous Artists, I wanted to know:

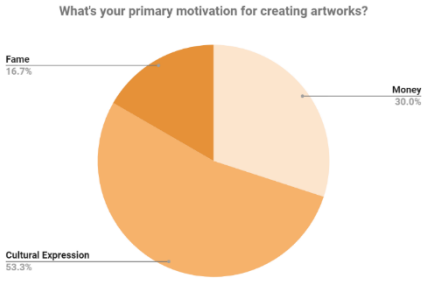
- What their motivations were for creating art (money, understanding, expression etc.)
- How they distributed and promoted their artwork
- If they felt their work was adequately understood and appreciated by the broader community

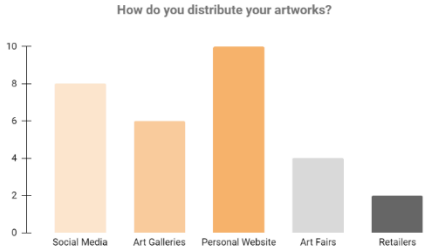
On the flipside, when it came to Art & Culture Enthusiasts, I wanted to know:

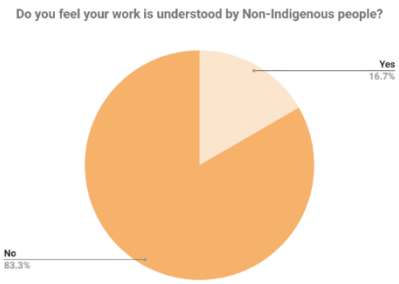
- How much they know about First Nations Culture
- How familiar they were with non-traditional Indigenous artworks
- If they would interact with Indigenous Arts & Culture if it was more accessible

After surveying 42 Art Enthusiasts and 30 Indigenous Artists, I found the following results:

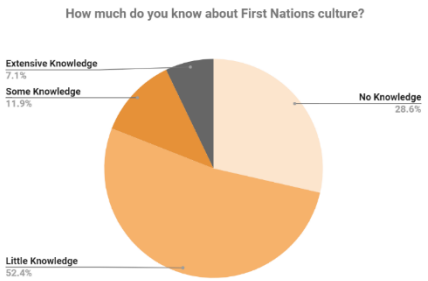
Indigenous Artists

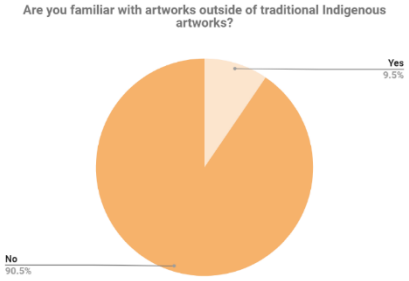


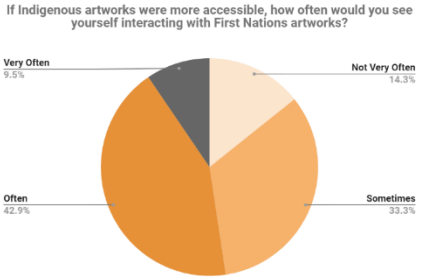




Art Enthusiasts



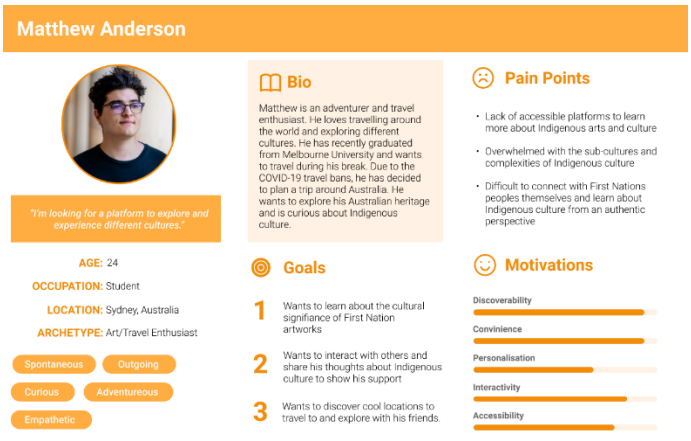


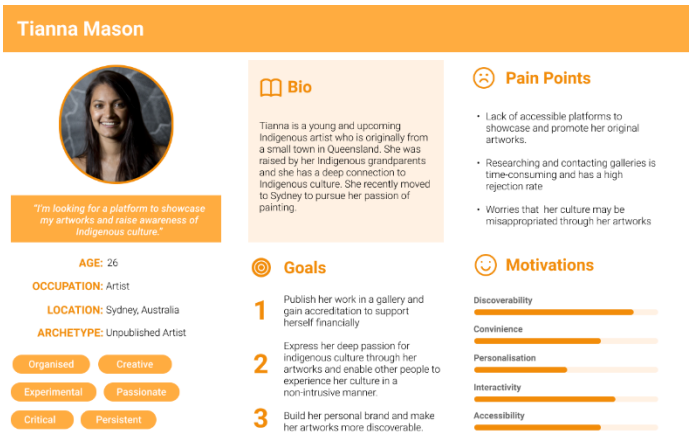


Research: User Personas

After analysing the data from user surveys, I created two user personas to further specify the core needs and motivations of Dreamtime's target market. I chose to create user personas as they were a great tool for us to empathise with our users, especially when it was difficult to meet them face-to-face given COVID-19 restrictions.

The user personas were critical to the success of the project, as they enabled us to effectively prioritise feature requests based on how well they addressed the goals of the primary persona, preventing scope creep.





After isolating the pain points of these users, I outlined their core needs

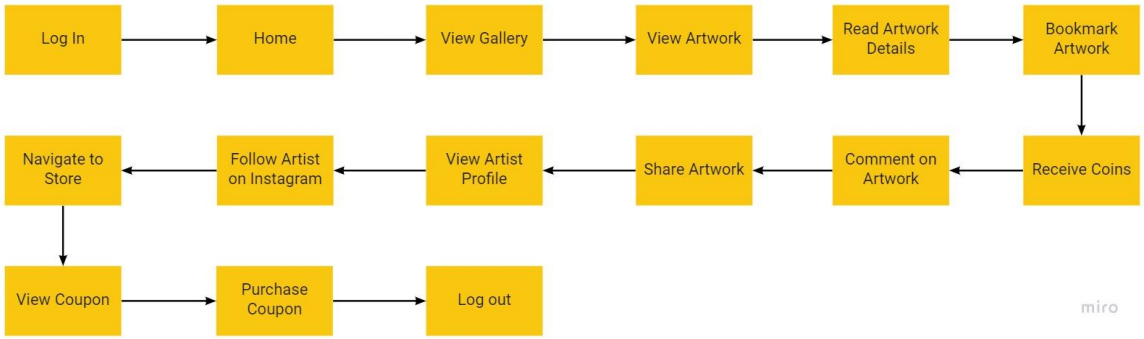
- **Discoverability** – Art Enthusiasts want a broader selection of Indigenous Artworks and Artists want their artworks to be discovered and understood by the non-Indigenous community.
- **Convenience** – Art Enthusiasts want an easy way to browse artworks instead of visiting galleries or searching through the internet and browsing virtual art galleries manually. Artist want a quick and easy way to promote their brand and artworks.

- **Interactivity** – Art Enthusiasts want to connect with Artists to hear an authentic point of view on the artwork's creation. Artists want a platform to share their unique stories and engage with the community to educate them about Indigenous culture.

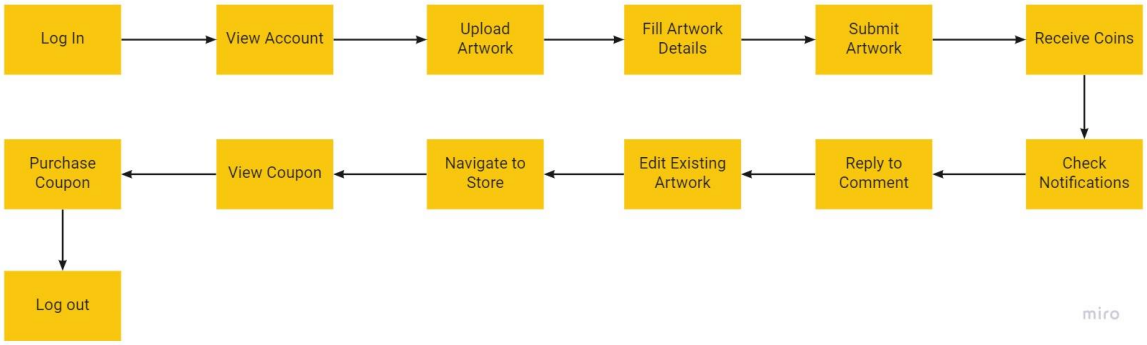
Research: User Flows

I created two user flow diagrams based on the personas that I created earlier. This helped the team to hash out user flows before building the product and visualise the user journey so we could optimise the user experience. It also helped to identify the screens we needed to create, acting as a blueprint for the development team to understand the big picture.

User Flow: Matthew (Art Enthusiast)

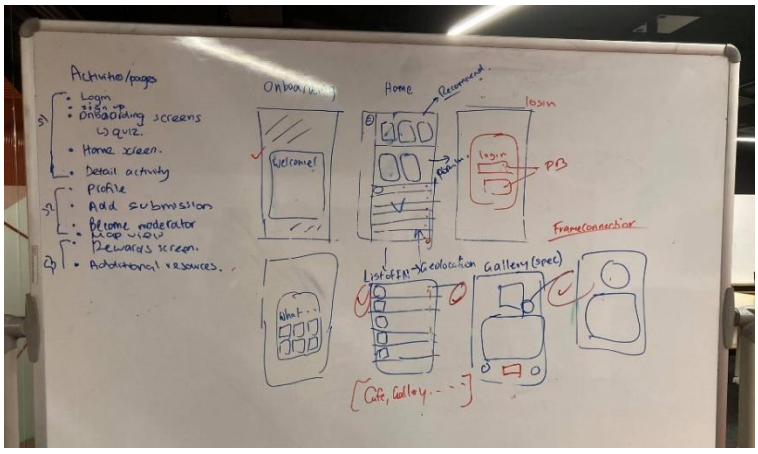


User Flow: Tianna (Indigenous Artist)



Prototyping: Whiteboard Sketch

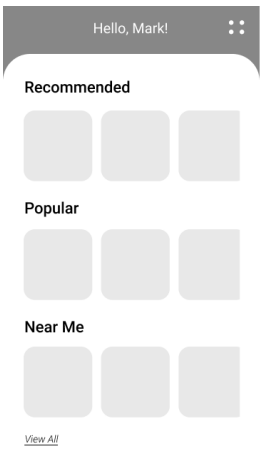
During our initial brainstorming session, we determined that the aim of our application was to allow Indigenous artists to create a digital portfolio of their artworks and provide art enthusiasts with a platform to explore artworks.



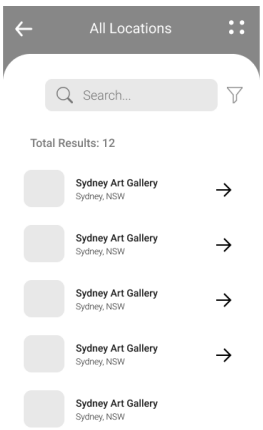
I drew from familiar discovery applications such as Spotify to **sketch an initial concept on a whiteboard**. The sketch showcases the applications' key pages including the login, onboarding, home and detail pages.

Prototyping: Low-Fidelity

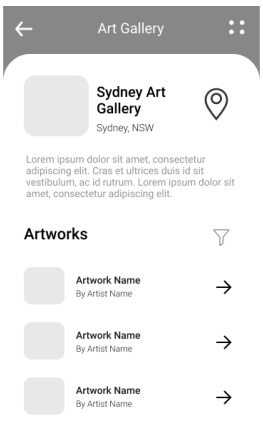
After the initial sketches I developed, I **designed greyscale wireframes using Figma** to communicate our ideas quickly and easily to stakeholders without a high level of commitment and the extensive use of resources.



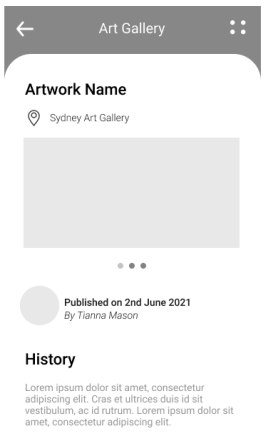
Home Page



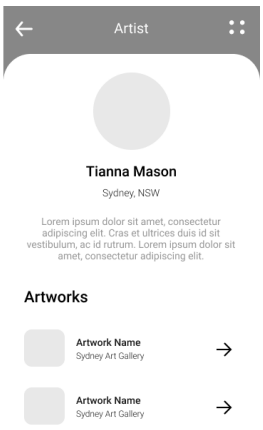
View All Galleries



Gallery Details



Artwork Details

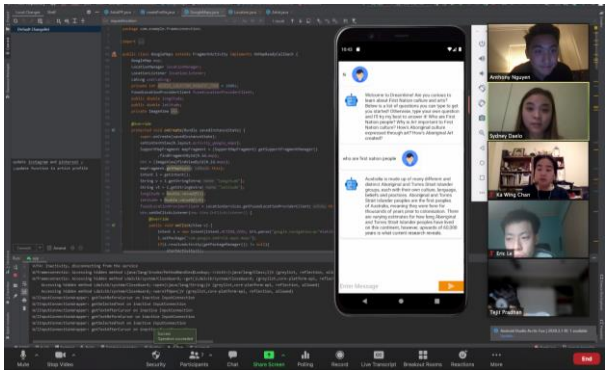


Artist Profile

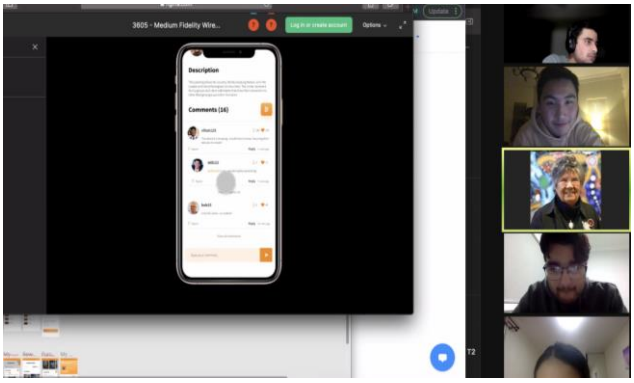
Testing: Usability Workshops

Throughout the development process, I **led the organisation and execution of usability testing workshops** with University Students and Indigenous Artists to collect rich user feedback.

These usability workshops were **task-based**, prompting users to conduct actions, and documenting their comments and observations. The team opted for quality over quantity, conducting tests with 2-3 users during each release, allowing us to move quickly and keep our sprint momentum.



Usability Workshop: Sydney Daelo (Art Enthusiast)



Usability Workshop: Deanna Schreider (Indigenous Artist)

Testing: User Insights

First impressions from users were positive, with many liking the intuitive and familiar layout of the application.

Summary of findings:

- The top navigation bar was hardly used → users indicated preference for a bottom navigation bar over an expandable top navigation menu
- There was no quick way to see all of the galleries/artworks in each section → users wanted a 'View All' option for each of the subheadings in the Home Page, so they didn't have to swipe horizontally for too long if they didn't find an artwork/gallery they were interested in

- The navigation icon was mistaken for a button and users expected to be directed to a map view → make the map icon smaller and add a map view into the gallery details page
- Users didn't know the artist profile was clickable → signify that the artist profile is clickable by making it a card view and underlining the Artist's name
- More information on artworks would be great such as the type of artwork (e.g., Oil, Acrylic etc.) and size → add category tags in artwork details page

Feedback from testers was carefully considered when developing further design iterations of the application.

Testing: Prioritising Features

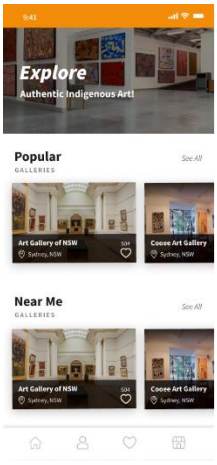
After conducting tests with end users, new feature requests were popping up, which meant we needed to prioritise features and evaluate the scope of our application to avoid feature and scope creep.

I **led a feature prioritisation session** based on the **RICE Prioritisation Model**, which considered the reach, impact, confidence and effort required to develop each feature. The higher the RICE score, the more desirable the feature was to implement.

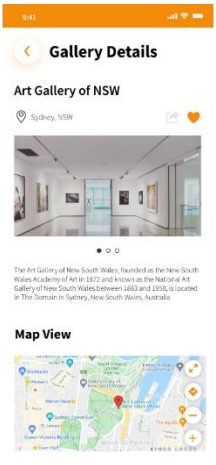
Feature	Reach	Impact	Confidence	Effort	Total
Favouriting galleries and artworks	0.7	3	0.8	2	0.84
Social media integration	0.8	2.5	0.8	2	0.8
Geolocation popup notifications	1	2.5	0.8	3	0.667
Featured Artist of the week	0.9	2	0.7	3	0.420
Daily reward	0.5	2	0.6	3	0.2
Artwork Panorama view	0.65	0.5	0.6	2	0.098
Sharing of galleries and artworks	0.05	2	0.8	1	0.080
Navigate to gallery	0.2	2	0.6	4	0.06
Commenting on artworks	0.15	1	0.8	2.5	0.048
Chatbot	0.1	2	0.7	4	0.035

Prototyping: High-Fidelity

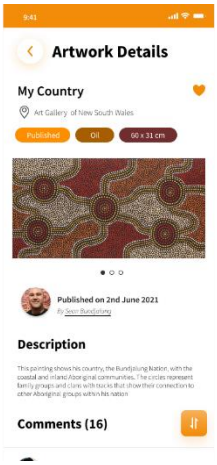
Below are the final high-fidelity wireframes that were created in Figma, visually outlining each step of the user's journey. The full prototype can be viewed here.



Home Page

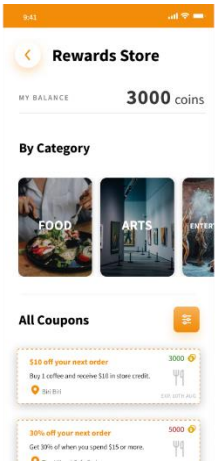


Gallery Details

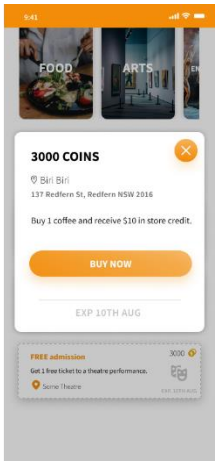


Artwork Details

Artist Profile



Rewards Store



Purchase Coupon

Key Lessons Learnt

- **Prioritise, test, repeat** –deliver your most important features first and get them to the end user as soon as you can, as it will ensure these features can undergo several testing and refinement cycles. It's helpful to quantify feature prioritisation by scoring features on a range of metrics instead of assigning them ambiguous labels like 'low priority', 'medium priority' and 'high priority'. This way the team will have laser focus and your users will be impressed with how well developed your features are.
- **Virtual testing is a blessing in disguise** – while it was certainly a challenge to conduct testing over Zoom, virtual testing created an opportunity for us to expand our testing to capture a broader range of target users, which we may not have been able to do given geographic restrictions (e.g., we were able to connect with Indigenous Artists from all over Sydney). Given the emotional barriers created by virtual testing, it was especially important to connect with testers on a human level by having meaningful conversations to gain their trust.
- **Constantly seek feedback from the team** – when you are part of virtual team environment, it can be difficult to have those small feedback conversations that were possible in person (e.g., when you're waiting to enter a meeting room). I learnt that it's important to be proactive and intentional in seeking feedback from those around you. Throughout the project, I actively sought feedback from the team, which I applied to increase the positive impact of my contributions. For example, after consulting with our Scrum Master, I identified that I could improve my communication with the development team. As a result of this feedback, I improved my documentation by working with the Product Owner to attach an image of my prototype to each relevant story, so the development team had a clear understanding of the expected output.

Project CyberInk

About the Project

CyberInk is an intuitive application, designed on Android Studio, which aims to equips university students from all disciplines with the fundamental knowledge of common cyber security threats and methods to increase their digital and cyber resilience.

Team & Role

I was the Lead UI/UX Designer in Project CyberInk, responsible for taking user requirements and developing various wireframes and prototypes on Adobe XD and Android Studio. The team also consisted of a Developer, Business Analyst and Project Manager.

Research

Surveys

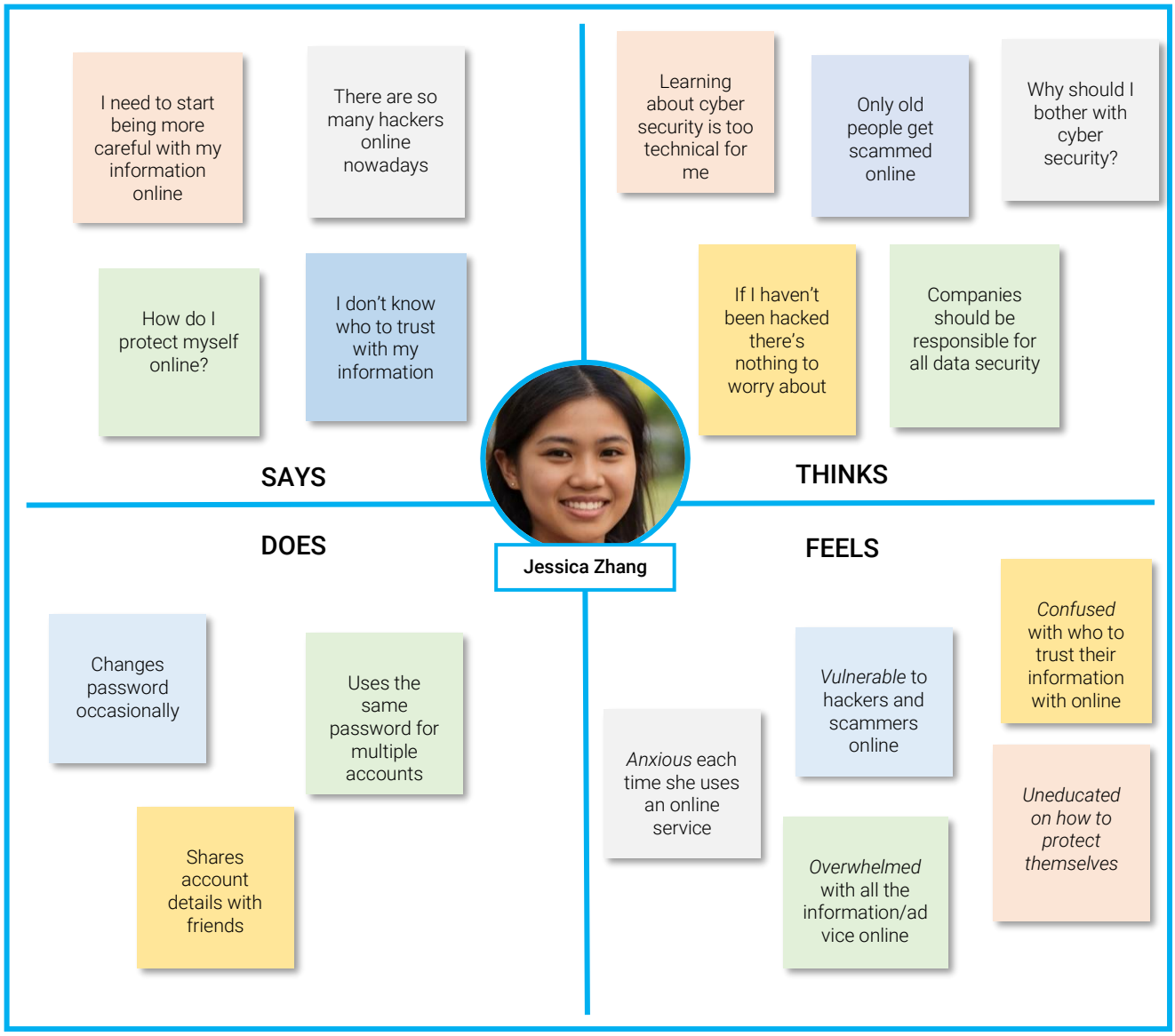
Surveys were effective in allowing the team to assess the general cyber security knowledge of the everyday university student, which aided the team in developing the project scope. A total of 30 university students were surveyed, from a variety of years and degrees. The key findings were as follows:

- Over 70% of students had fallen victim to a scam in the past
- 90% of students did not employ password best practices

- 80% of students were interested in learning more about common cyber security threats

Interviews

User interviewers were also conducted to assist the team in defining user requirements for CyberInk. Below is an Empathy Map created from the information derived from one of our interviews conducted with a university student 'Jessica Zhang', studying a Bachelor of Commerce (Finance)/Arts at the University of New South Wales.



Potential User Empathy Map

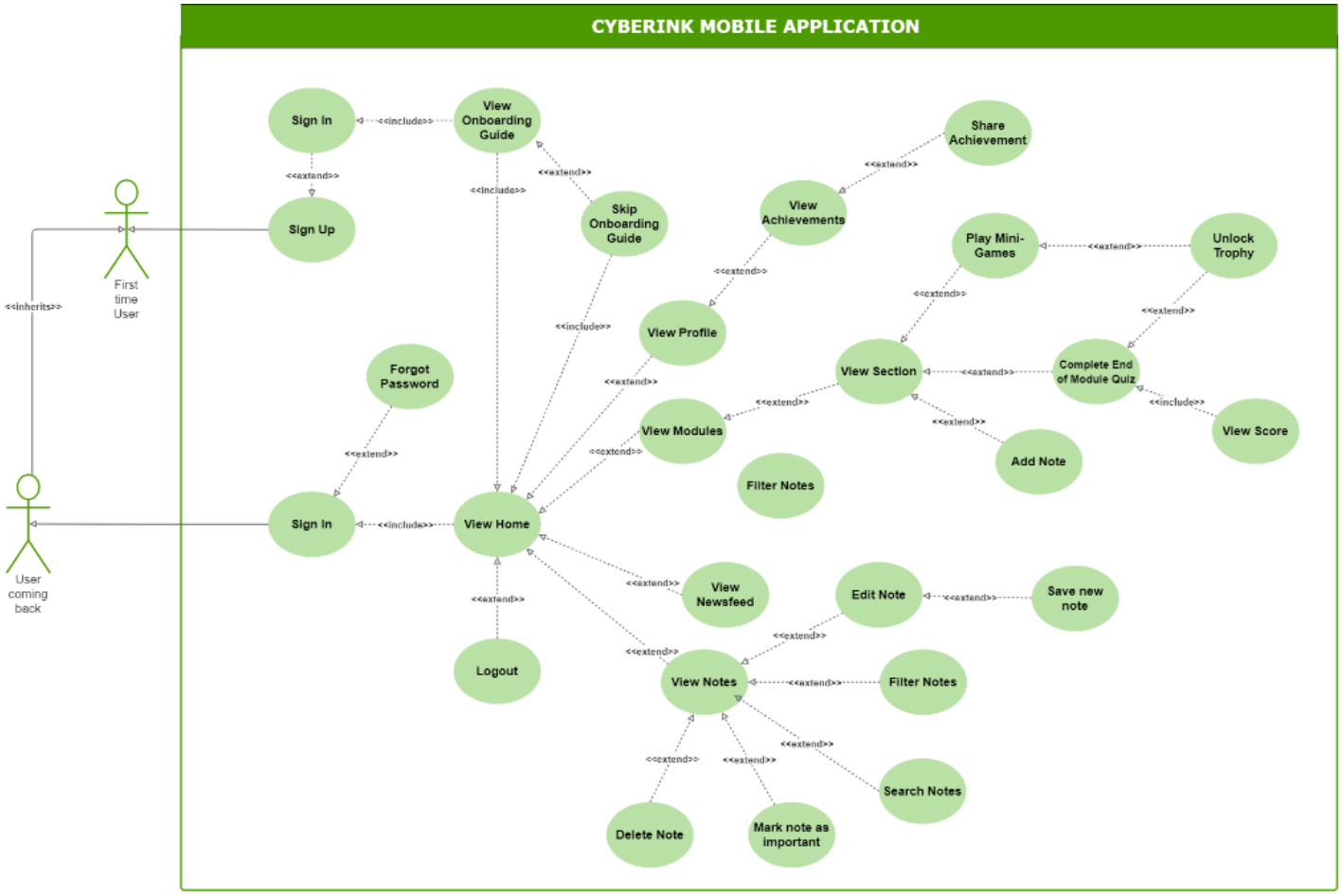
Product Idea

After gathering relevant requirements from stakeholders using interviews and surveys, five high-level functionalities were identified, which allowed the application to address the user's primary need of learning cyber security awareness in a fun, simple and engaging way:

1. ***Mini games***: allows a user to play cyber security games to increase their awareness of cyber security threats and best practices to protect their digital assets.

2. *Quizzes*: quizzes allow students to test the theory they learn from learning modules in a simple and engaging way, which minimises their cognitive load.
3. *Notes*: users can take digital notes when progressing through content, which will allow them to engage with the theory in a meaningful way, enhancing the learning process.
4. *Cyber Security News Feed*: this feature allows the users to stay up to date with the world of technology and presents them with real life examples of topics they have learnt in the application. This further the user's educational experience, giving them an incentive to continue to learn and care about cyber security.
5. *Experience Points & Trophies*: users have a defence level in the application, which they can increase by earning experience points from completing modules. Completing modules and mini games also enables the user to unlock trophies

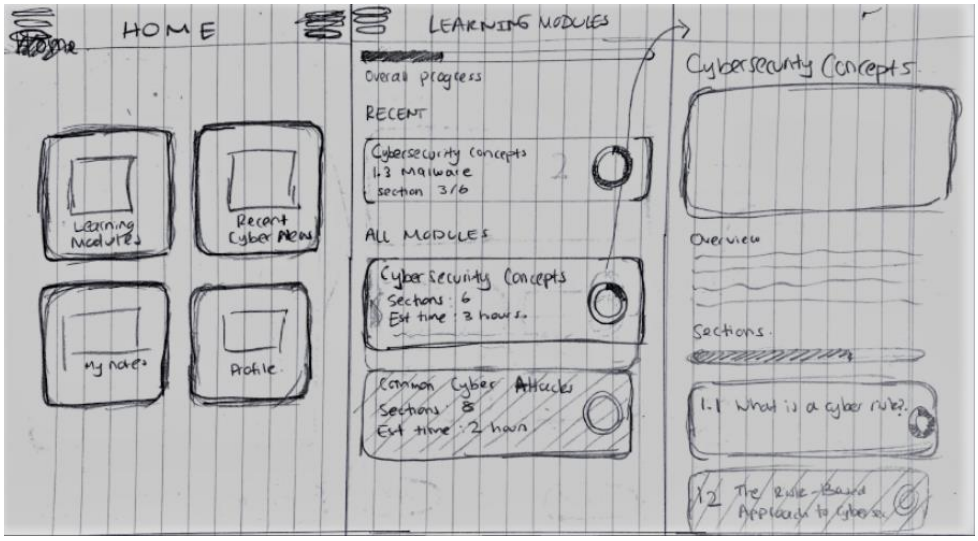
These high-level functionalities, along with the other basic features of the application were converted into technical system requirements, which are depicted in the use-case diagram below.



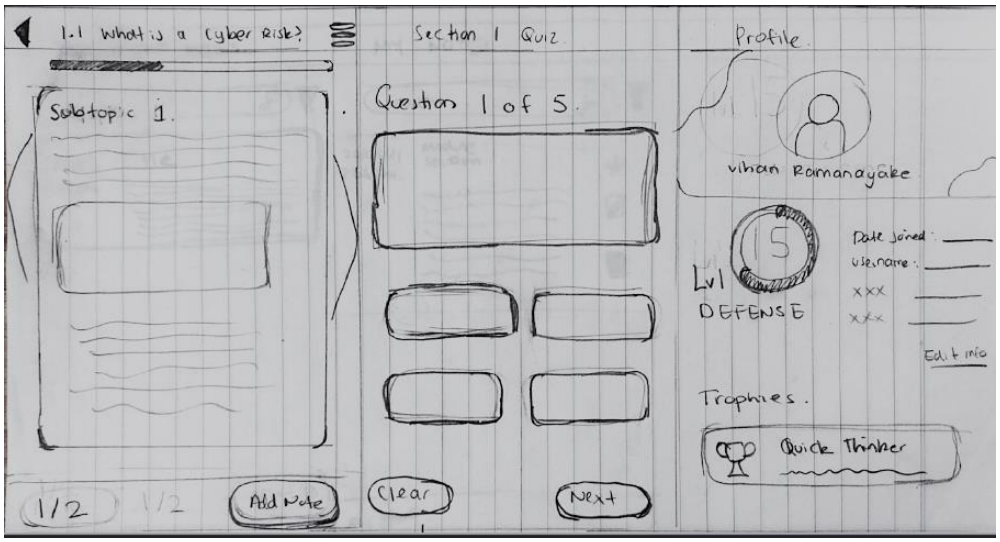
Prototyping

Sketching

To approach the design of the application, I started by sketching out our concept on paper. The aim of this prototype was to determine the main pages, basic layout of those pages.



Initial sketch showing the home page, main learning module page and topic page

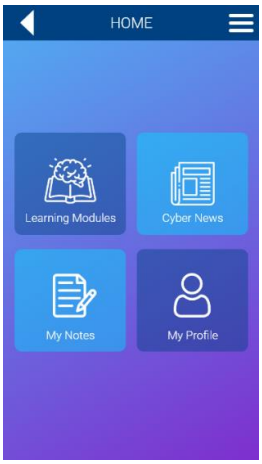


Initial sketch showing the content page, quiz page and profile page

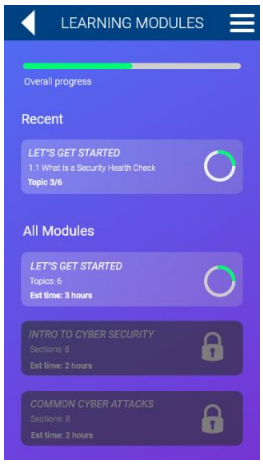
Wireframing

A low fidelity prototype was developed utilising Adobe XD. The aim of this prototype was to determine the colours and theme of the application. A low- fidelity prototype allowed the team to easily communicate our ideas to potential end users without the extensive use of resources. The preliminary design concept of CyberInk is showcased above.

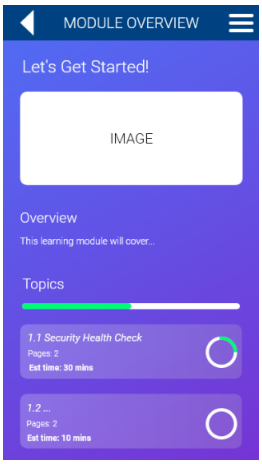
Feedback: feedback in relation to CyberInk's concept and design was gathered from its target users, university students. The general sentiment of users was positive, with many expressing that the simple card layout was intuitive and predictable. There were common suggestions by the majority of surveyees to enhance the user experience with a navigation bar that allowed the user to seamlessly move between the pages depicted in the home screen. Many students also expressed that the purple background of the application was too 'flashy'. The team's intention to create a techy theme unknowingly made it difficult for users to concentrate on the content of the application, which was an important consideration in future iterations.



Home Screen



Learning Modules

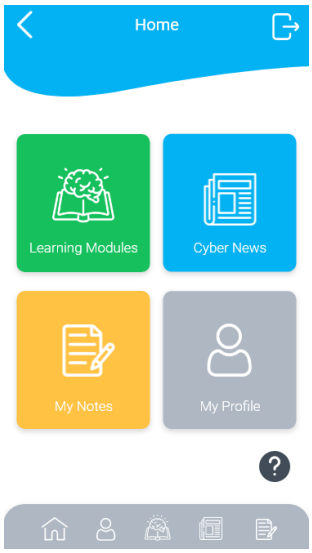


Module Overview

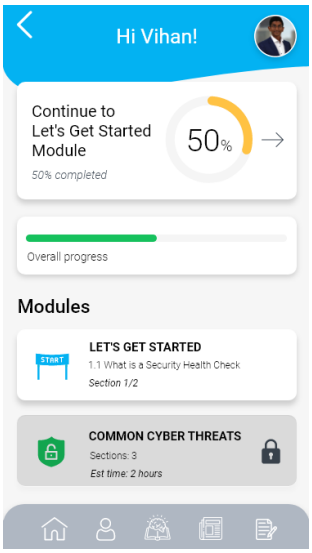
Content Screen

Final Design

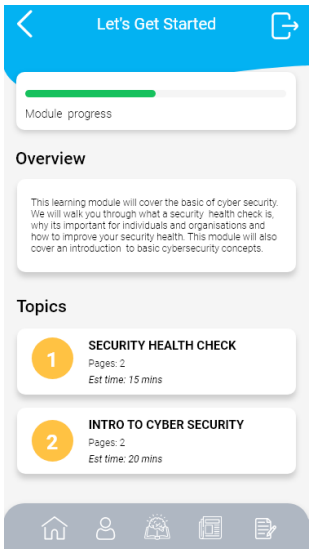
Upon gathering initial user feedback and validating the applications' design, I developed a final high-fidelity prototype in Adobe XD, which allowed the team to acquire a better understanding of the user journey and logic of the application. By integrating suggested improvements, in addition to design best practices documented in Nielson's Ten Usability Heuristics, I produced a user interphase that was intuitive and a user-friendly experience.



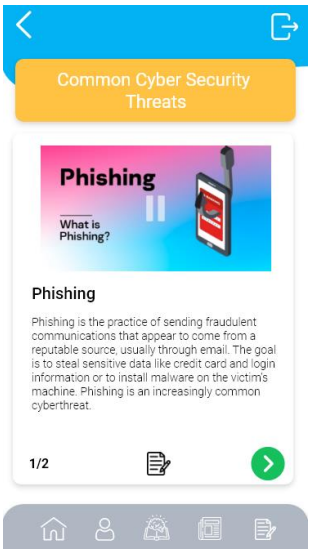
Home



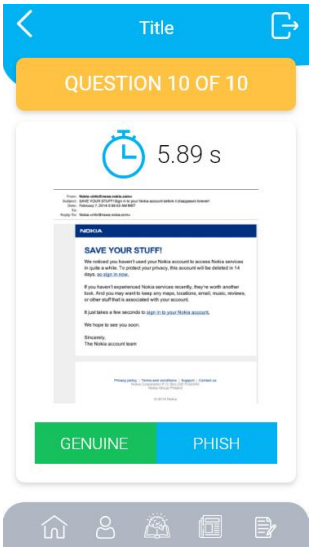
Modules Overview



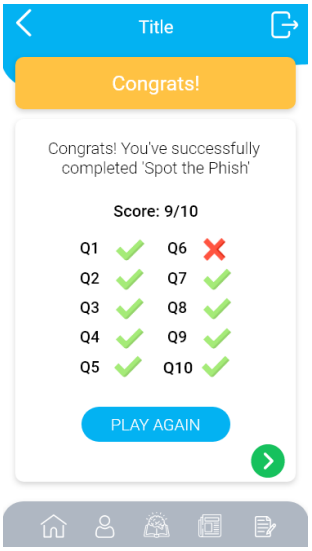
Module Topics



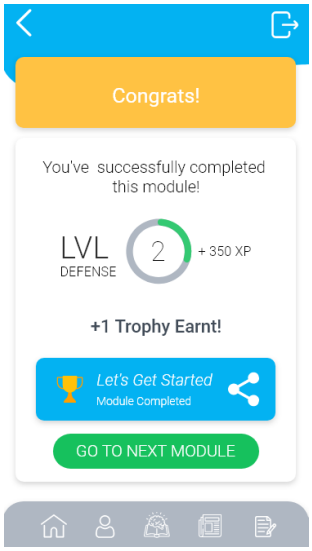
Section Content



Phishing Game

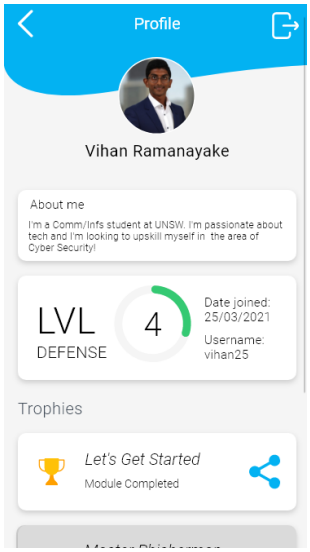


End of Module Quiz



End of Module

Cyber News Feed



Profile

Learnings

From this project, I learnt the importance of subtle design choices such as colour, and how those design choices can make or break the user's experience with the application. I also learnt the importance of involving potential users throughout the entire design process to ensure that user needs are at the forefront of the applications design.