KALANI NANAYAKKARA

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SUMMARY

User-centric designer and a Problem solving dream weaver. As a UX/UI designer my goal is to deliver creative solutions for basic ergonomic user needs for web and Mobile applications. Specializing in in-depth information architecture, user research, value proposition, wireframing, prototyping usability testing, and interaction design, with an aim to create interfaces that solves users frustrations and increase brands loyalty.

TECHNICAL SKILLS

Technical: Figma, IA, Website wireframe, software testing, HTML, CSS, Sketch, Photoshop, Illustrator
UX/UI: Interaction design, Visual communication design, Visual Design, Art Direction, Affinity diagram, Empathy map, Value proposition, Journey map, Storyboard to wireframing, Prototyping, Usability, Design (double diamond) process, User research, Ideation, Excel

EDUCATION

Front End Web Development Certificate: Chegg Skills, Online**(Guild Education)** January, 2024
4 month indepth work on HTML and CSS, JavaScript, Knowledge of Frameworks and Libraries,Version control, Cross-browser and device testing, Web performance optimization (WPO),AngularJS.
Boot Camp Certificate: University of Oregon, Eugene, OR
An intensive 24-week long boot camp dedicated to UX/UI. Skills learned consist of Figma, HTML5, CSS, JavaScript, Bootstrap, User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development.
CDA Certification: Rasmussen University, Minnesota City, MN
Bachelor of Arts: University of Northumbria, Newcastle, United Kingdom

PROJECTS

SCOOPS : Group project Ux/UI community-centric networking
- 88% found the direct competitors have no continuation towards engaging the new networks and felt like coming back for the site. After adding a gaming feature to current site, it increased to 96% (Figma,Usabilityhub)
- Introduced a new feature 'applied jobs history' impact: 90% could not find past data of their applications, after adding this feature it improved revisits to the site by 95%. (Figma, Trello, Maze)

AR Furniture : 'Plan Twice, Move Once' introducing users AR to help rearrange furniture in their space.
- Survey showed it takes 2-4 weeks to rearrange a room and after using the app it dropped to less than a week. (Miro, Canva, UXPressia, Usabilityhub, Otter)
- During mid-fi proto: Discovered 85% found AR feature is confusing method to use. With the Storyboarding process introducing 3-5 second quick tutorial displays 93% of users found it was easy to get to the next steps and found the app was versatile.(Figma, Maze)

DESIGN EXPERIENCE

Fashion Designer - Employee   2010– 2014
Avirate   Colombo, Sri Lanka
Oversaw +150 Design Protos and Merchandised, sourced and costings for salesman production 3 times annually Led team of 5+ fashion designers and 2 graphic designers, on brand development by providing constructive feedback on creative designs, and delivered ongoing coaching and mentorship. Drove brand awareness by organizing VM display setups and assisting in merchandising.
Key Accomplishments:
- Manage all aspects of fashion design development of 15+ new evening wear design collections for Avirate mature women's clothing collection. Where it generated $10,000 in the summer 2013 revenue. Our main focus was on evening gowns, and suites

- Coordinated Project based on garment construction and QA, collaborate Pattern efficiency to utilize maximum of fabric resource of past collections, and identify opportunities to reduce waste and bring revenue by 20%

ADDITIONAL WORK EXPERIENCE

Specialty Sales Associate - Employee   Sep2022–Present
Target   Tanesbourne, OR

Specialized consultants provide tailored suggestions and solutions through active selling and compelling visual merchandising presentations. prioritizing the processing of merchandise onto the sales floor. Price change, editing , auditing, seasonal floor display planning. Knowledge of retail business fundamentals: department sales trends, inventory management, guest shopping patterns, pricing and promotions strategies and basic merchandising.

Key Accomplishments:
- Managed to reduce department sales floor theft in 40% by ethical communication and delivery of Target non-sample rules.

Teacher + Lead Teacher - Employee   Mar2016– Present
Mindful Montessori + Kindercare   Beaverton, OR

Established and maintained open lines of communication with parents, providing regular updates on their child's progress, developmental milestones, and addressing any concerns. Worked closely with fellow educators and support staff to create a cohesive teaching team, participating in regular staff meetings, and contributing to the school's collaborative learning environment
Key Accomplishments:
- Developed and implemented individualized learning plans, group lesson plans and classroom activities consistent with instructional guidelines for 20+ students each term
- Increased Parent Teacher meeting appearance in 60%