

Nilroy Packiyarajah Senior UX Designer

I am a senior UX designer with over 7 years of industry experience. My strengths are in data driven research, product strategy, and user centred design. I have helped brands in the travel, e-commerce, and health sector, such as Booking.com's ground transport division (BookingGo) and Orion Health, progress their products by identifying new opportunities and solving real user problems.

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PASSIONATE ABOUT



Understanding Users

Looking at both qualitative and quantitative data to find problems and opportunities.



Product Strategy

Working closely with the team to create a vision that excites both users and stakeholders.



Concepting & Design

Thinking outside the box to create designs that engage and delight the user.



Prototyping - HTML/CSS

User testing living prototypes that reveal real user intent and interactions.



Tools & Devices

Mastering vector, wireframing and prototyping tools to create designs for all devices.



Design Leadership

Managing people, facilitating workshops, presenting ideas, and developing the team.

WORK EXPERIENCE

BookingGo (Rentalcars.com)

Sep 2016 - Current

Lead UX Designer

Managed a team of 2-4 designers that looked after several products. Helped coach and mentor the designers in user centred design, and product strategy, while advocating collaboration and empathy. As a team we increased our understanding of the user and increased conversion.

BookingGo (Rentalcars.com)

Apr 2016 - Sep 2016

UX Designer

Used a data driven approach to understand our customers and identify new opportunities. Formulated hypotheses that we validated through A/B testing. Have contributed to several experiments that increased overall conversion and click through rate.

Orion Health

May 2011 - Apr 2016

UX Designer

Designed tools for clinicians and patients. Have been part of several projects, including being the primary designer for a native desktop application, working as part of a team on Orion Health's web applications, and paving new experiences for the health sector in the mobile space.

Orion Health

Jan 2011 - May 2011

Software Developer

Worked as part of a web development team. My time as a developer gave me a good understanding of the agile process.