

SAVANDHI GOONASEKERA

UX Designer

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SUMMARY

I uniquely blend my mathematical background and design expertise to enhance user experiences with data-driven, visually compelling interfaces. I excel in crafting tailored, optimised solutions and possess advanced product design skills, driven by a passion for harmonious and captivating designs.

SKILLS

DESIGN SKILLS

Visual Design
Wireframing
Rapid Prototyping
Responsive Design
Design System Management
Usability Testing
Accessibility Design

ANALYTICAL SKILLS

User Research
Design Research
Information Architecture
Problem Solving
Logical Reasoning
Data Analysis
Affinity Diagramming

TECHNICAL SKILLS

Figma
Adobe XD
Sketch
Balsamiq, Miro
Stark Accessibility
Protopie
Shopify, Wix

EXPERIENCE

UI/ UX Designer | Wear A Label

London | November 2021 - March 2023

- Conducted user research, including user interviews and surveys, to understand preferences and pain points.
- Translated user needs and requirements into visually appealing and intuitive interface designs, resulting in over 80% increase in user satisfaction.
- Incorporated high-end aesthetics, elegance, and sophistication into the UI designs.
- Designed the official packaging for the brand.

Founder and Lead Designer | NFC Pro

London | July 2021 - December 2022

- Collaborated with developers to ensure accurate translation of design concepts into functional interfaces.
- Established the organisation's product Design System, style guides, and UI pattern libraries.
- Developed wireframes and interactive prototypes using Figma.
- Planned and conducted usability testing sessions and iterated on the app's UI/UX.

Digital Designer | Freelance

London | June 2020 - Present

- Solely headed the design and marketing team of a charity organisation, responsible for all digital assets.
- Designed eye-catching flyers and engaging social media posts, resulting in increase in event attendance and engagement.
- Collaborated with clients to ensure their vision was brought to life.

Design Intern | Simten

London | October 2019 - April 2020

- Worked with web developers to create a modern UI for the company website, resulting in a 84% improvement in user engagement.
- Created the company elevator pitch and presentation, which contributed to a 20% increase in client conversions.
- Worked with leading architecture firms to raise awareness in incorporating sustainable and environmentally friendly materials in major developments

Founder and Lead Tutor | STEM tutorials

London | September 2019 - Present

- Designed and developed a website that provided a centralised platform for prospective parents to access tutor reviews and information.
- Utilized the website to attract and onboard tutors, leading to an 80% increase in student intake.

Internship | Knox Bhavan Architects

London | July 2016

- Developed organisational and presentation skills when assisting creative managers with inspiration boards and modelling.

Design Internship | Jasper Conran

London | February 2016

- Worked in a team setting to deliver data gathered from site visits
- Assisted with initial stages of product development and modelling

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EDUCATION

Google UX Design Professional Certificate | Coursera

Online course | July 2023 - September 2023

- Completed the certificate to stay up-to-date with current industry practices and emerging trends in the field of UX design, ensuring a continuous commitment to delivering cutting-edge and user-centric design solutions.
- Gained practical experience in interaction design by creating interactive prototypes and wireframes, refining navigation structures, and implementing user-friendly micro-interactions and animations for intuitive user interfaces.
- Created a mobile application and a fully responsive webpage from ideation to completion.

Digital Skills: Figma Design Systems | Figma

Online course | July 2023

- Expanded my understanding of design systems, focusing on how to create and maintain a design system using Figma.
- Elevated my proficiency in meticulously structuring design assets, crafting reusable elements, and instituting comprehensive design protocols in Figma, thereby optimising uniformity and productivity across UX design initiatives.

Digital Skills: User Experience | Accenture

Online course | January 2023

- Attained an in-depth mastery of foundational user experience principles and industry-leading best practices.
- Acquired hands-on expertise in orchestrating user research initiatives, crafting detailed personas, and meticulously constructing user journeys to profoundly comprehend and empathize with the user base.
- Demonstrated proficiency in employing wireframing and prototyping methodologies to craft interactive and meticulously validated designs, thereby guaranteeing a flawless and user-centric experience.

BSc (Hons) Mathematics | University of Warwick

Warwick | September 2016 - July 2019

- Studied numerous business modules at Warwick Business School to further my understanding of marketing, accounting and effective management of customer service.
- Experienced in using high level programming languages such as Julia, R and Matlab to construct algorithms for numerical analysis and problem solving.
- Produced a first class research project entitled on 'Spherical trigonometry and navigation'.

POSITIONS OF RESPONSIBILITY

President | Warwick Sri Lankan Society

University of Warwick | June 2017 - June 2018

- Initiated and organised a Career's Day event at the Sri Lankan embassy, fostering valuable networking opportunities for students.
- Led a team of 6 executives in orchestrating the Inter University Cricket Tournament, dinner, and after-party, attracting over 250 students from 12 universities in the UK. This initiative raised over £2,000 for a charitable cause in Sri Lanka.
- Assumed the role of lead designer for all society-hosted events, contributing to visually captivating and engaging experiences for attendees.
- Pioneered the introduction of non-alcoholic diverse social events, promoting inclusivity and enhancing the society's reach.
- Leveraged paid online advertising strategies, resulting in a remarkable 75% increase in event attendance.