Nawodā Jayasinghe

User Experience & Product Designer

✉ nawodajay.work@gmail.com   📞 +94 71 338 9039   in Linkedin   📊 Portfolio

WORK EXPERIENCE

UX Designer, RichRelevance
1.5 years - Full Time (2023 - Present)

`User Research` `Problem Solving` `UX Process Optimization` `UI Testing` `Data Visualization` `Design Systems`

- Established design best practices and standardized **UX processes** to enhance product delivery, efficiency and consistency throughout the development lifecycle.
- Led **usability tests** and **A/B tests** to capture user needs specific to AI functionalities, leveraging real user feedback and analytics to guide **product direction**.
- Designed streamlined user journeys for the sales pipeline within the AI SaaS model, reducing friction in the onboarding process and **increasing conversion rates**, which led to higher customer satisfaction and user adoption.

Product Designer and Strategist, Toucode
1 year - Part Time (2024)

`User Interviews` `Behavioral Studies` `Customer-Centric Design` `Product Strategy`

- User research for B2B software solutions targeting low to average literacy users, conducting 20+ **field studies**, online and onsite **user interviews**, and **behavioral studies** to identify key pain points and usability challenges.
- Identified issues faced by low-literate users using competitor products and manual processes, leading to the design of intuitive interfaces and simplified workflows that enhanced user adoption and **improved operational efficiency** by 40%.
- Led the end-to-end product lifecycle from **ideation to launch**, overseeing product development priorities, collaborating with cross-functional teams, and ensuring timely delivery of features that align with business goals and user needs.

UX Designer, Rootcode Studio
2 years - Full Time (2022 - 2023)

`Journey Maps` `Heuristic Evaluation` `Afinity Maps` `Cross Functional Knowledge` `User Personas` `Card Sorting`
`Storyboarding` `Information Architecture` `Accessibbility` `Micro Interactions`

- Acted as the lead UX designer for rootcode AI team.
- Designed UIs and UX flows for multiple **B2B conversational AI platforms (ConverseUp, Kendrion, SpaCeylon)** leading the end-to-end product design cycle.
- Developed and implemented a **structured design 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` `Creativity` `Prototyping` `Responsive Design`

- 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
2 years - Part Time (2021-2023)

EDUCATION

2020 - 2024 (GPA 3.631)
B. Sc. (Hons) in Management and IT - Specializing in IT , University of Kelaniya

2025 - Google (Reading)
Google Project Management Certification

2023 - Google
Google UX Design Certification

2022 - University of Michigan
UX & Interaction Design for AR/VR/MR/XR

2022 - Udemy
MERN Web Development Bootcamp

2018 (Com Math : A Physics : B Chemistry : C)
GCE A/L in Physical Science Stream, Sujatha Vidyalaya - Matara

RESEARCH PUBLICATIONS

2024 - International Conference on Advanced Research in Computing (ICARC)
User Experience in Mobile Banking Applications in Sri Lanka - A Systematic Literature Review

OTHER WORK EXPERIENCE

UX Mentor, (Self Employed)
6 months - Volunteer (2024)

UI UX Designer , Generation Alpha
6 months - Volunteer (2021)

Web Developer (Front End- React), LED KLN, University of Kelaniya
1 year - Volunteer (2022)

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

Associate Lead, UX - Atmoz
Mino Gallawatta
minomaheesha@gmail.com
+94 77 661 8823

Senior Lecturer - University of Kelaniya
Dr. Amila Withanaarachchi
amila@kln.ac.lk
+94 011 291 4482 Ext. 206