

PORTFOLIO

SANDUN FERNANDO

Design systems



Roadmap



Management



UI



UX

Accessibility



Research



Empathy



Strategy





ABOUT ME

I'm Sandun Fernando, *"an artist who likes to make complicated things look easy"*. I have been appointed as a trade designer, bringing with me 13 years of working experience. I strongly believe that visual communication is one of the easiest ways to convey complex ideas.

The knowledge and experience I have gained through my professional education and past experience have led me to succeed in my present position and will continue to guide me in my future career development.

sandunf.com

TOOLS

- Figma, Sketch
- Adobe Photoshop
- Adobe Illustrator
- Protopie, Principle
- Hotjar, Firebase
- Slack, Jira, Confluence

SKILLS

- UX & UI design
- Design systems management
- Digital accessibility
- Information Architecture
- Interaction design (IxD)
- HTML & CSS
- Alignment with Business Goals
- User-Centered Vision
- Research & Workshop
- Roadmap Creation
- Leadership
- Long-Term Planning

RESPONSIBILITIES

Stakeholder management

- Negotiate requirements and designs with stakeholders to finalize the designs.
- Conduct workshops with clients to gather clear requirements.
- Addressing conflicts or disagreements among stakeholders to maintain the scope and the momentum.
- Plan design priorities with product owners, clients, project managers.

Designer responsibility

- Ensure the designs are completed with quality and delivered within the sprint.
- Plan and conduct user research to validate requirements or build requirements.
- Develop and maintain the design system based on the atomic design principle.
- Document design decisions on Confluence.

Team management

- Mentor and guide 8 designers across the APAC region. Peer review, one-on-one calls, scrum calls.
- Using JIRA to monitor daily progress and assist team members in problem resolution.
- Weekly design guild calls are conducted to maintain momentum within the UX, Dev, and QA teams.
- Establish visibility of work to higher management in the APAC region.

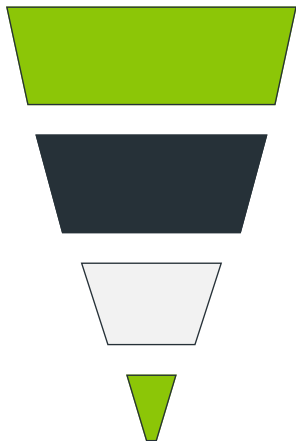


USER RESEARCH

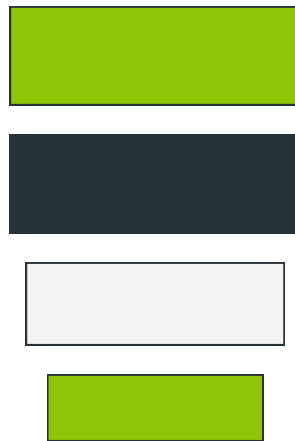
Data analytics research

- This method is primarily utilized with offline records.
- Engage with the data analytics team to analyze data and gain insights into user behavior. Creating funnels and get an idea about the user journeys.

Bad journey



Good journey

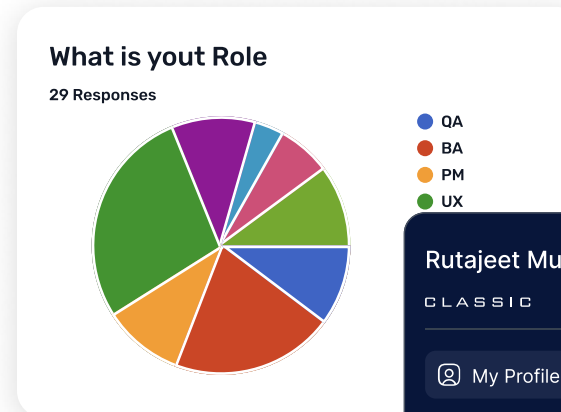


Note: The above funnels are simply illustrations. Unfortunately, due to company policy, I am unable to provide a screenshot of sensitive data.

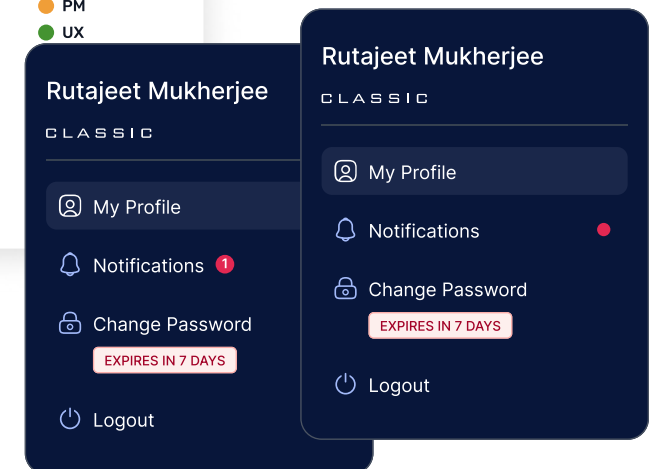
Behavioral research

- Conduct surveys to gather quantitative data for measuring usage
- Conduct moderate and unmoderated user interviews to gather qualitative data for measuring usage.
- AB testing to design the usability.

Surveys



AB Testing



DOCUMENTATION

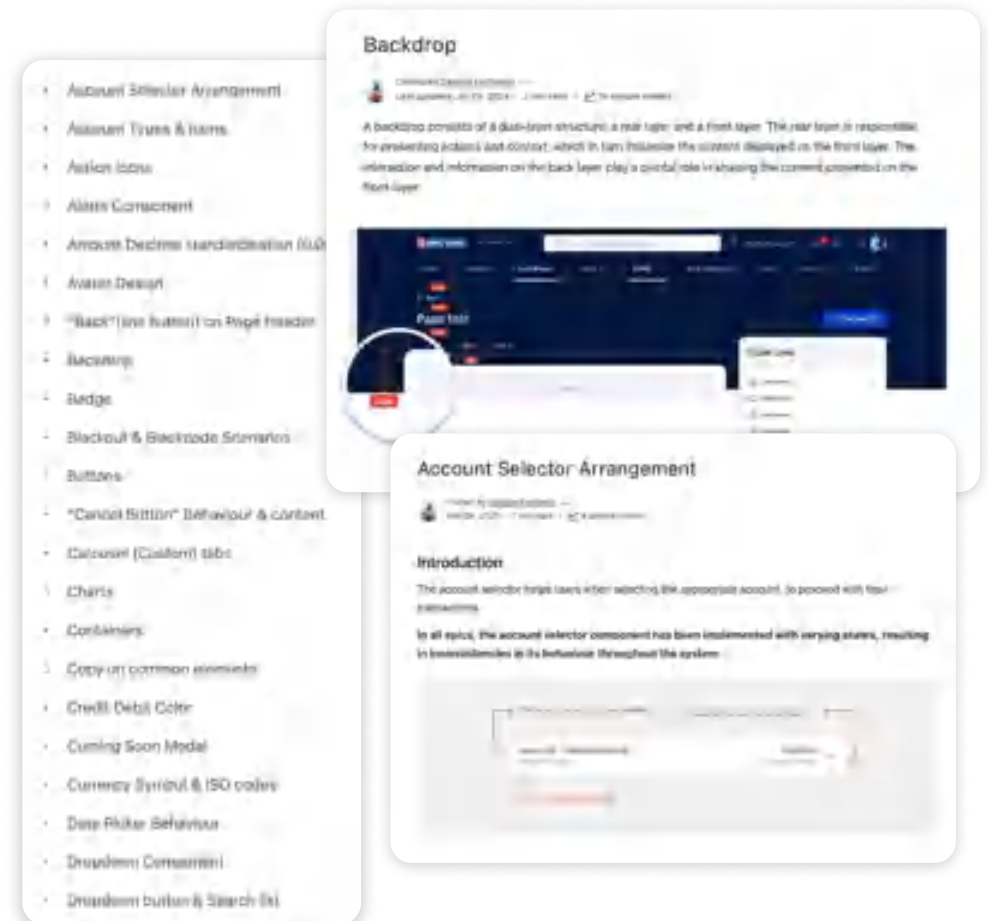
Process Defining and Implementation

Decide which process to follow based on the customer and project requirements.

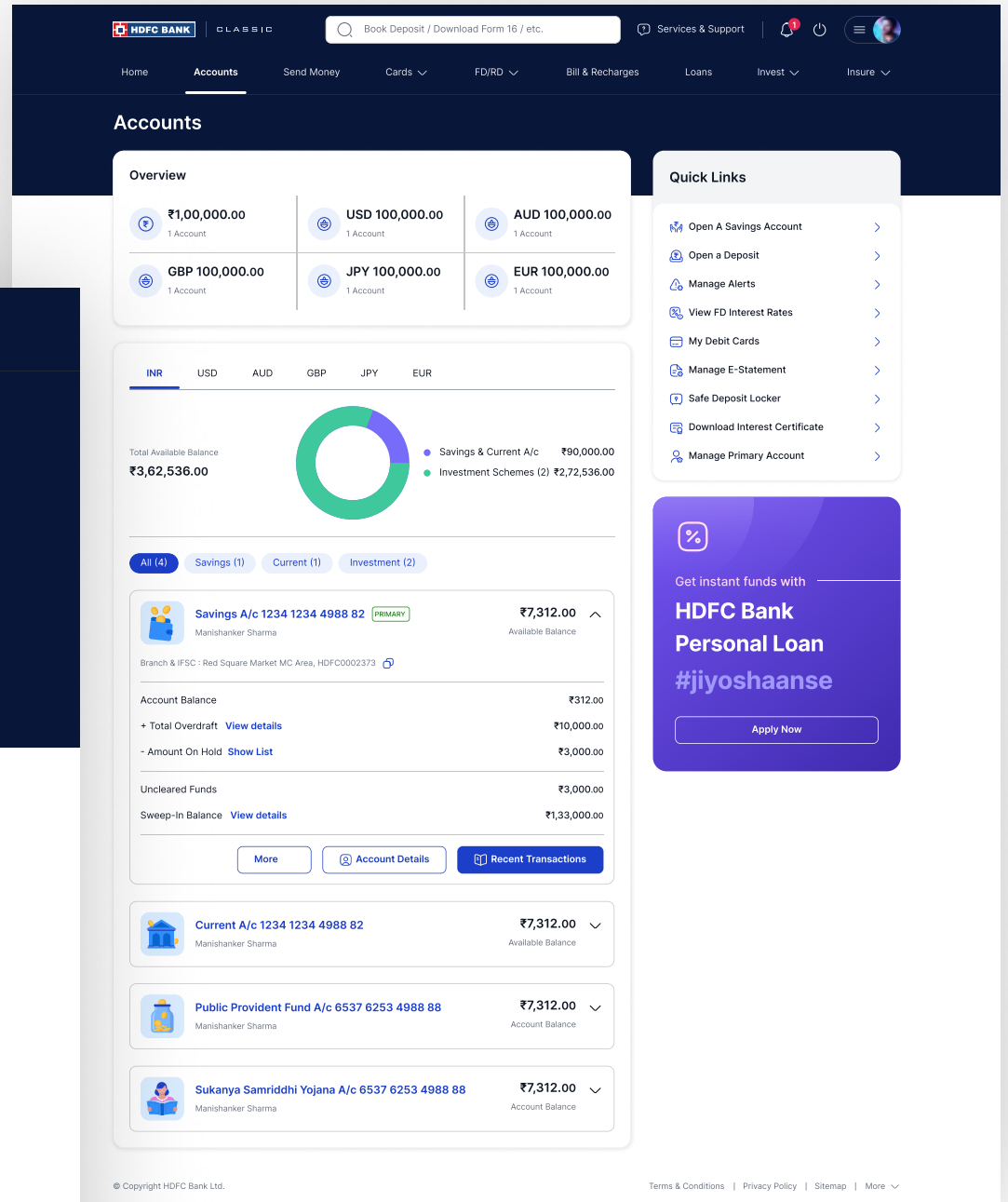
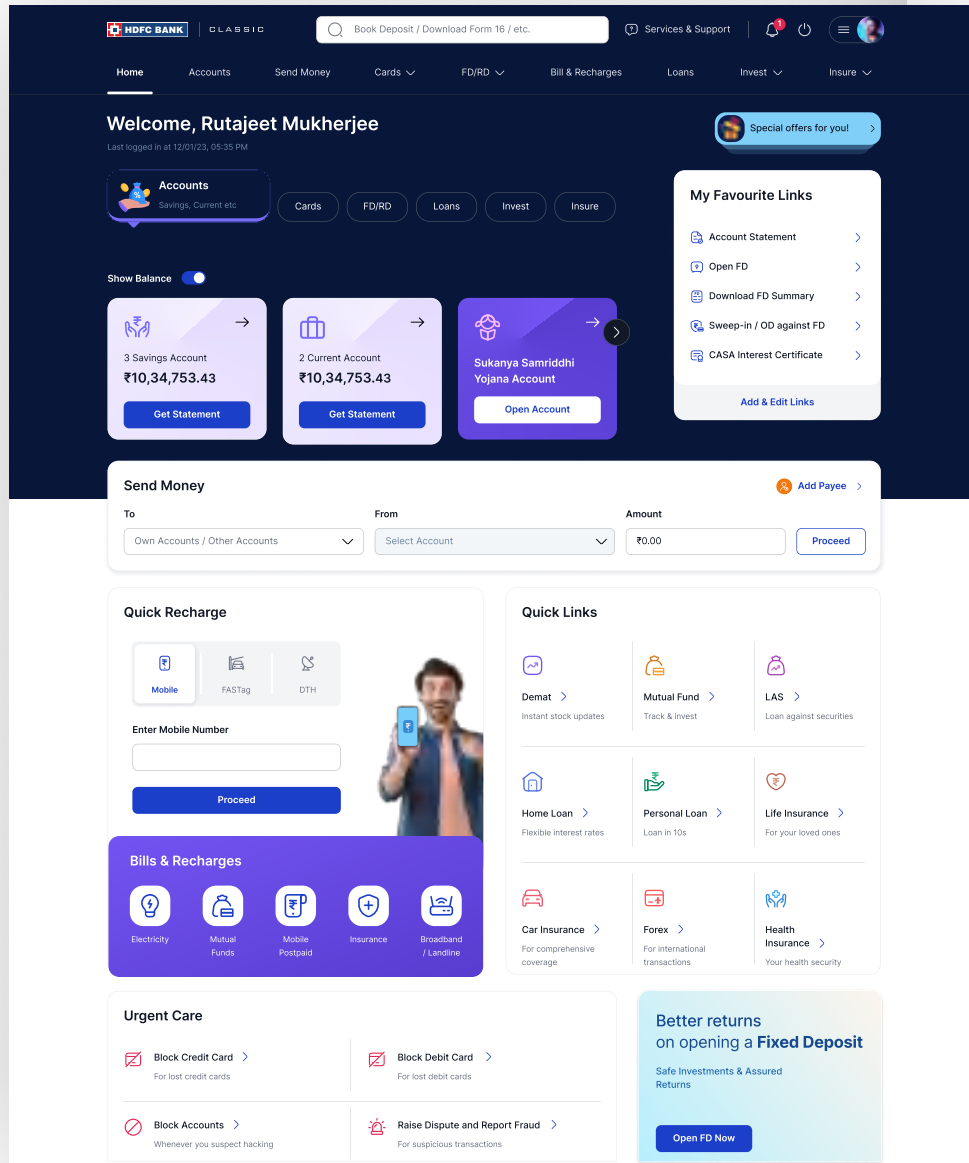


Design decision documentation


After a lengthy discussion with the customer, we have reached a final design decision. However, it's essential to document the decision to ensure that the rationale behind it is not forgotten in the future.



DESIGNS Desktop




DESIGNS Desktop



CLASSIC

Services & Support

1



Home

Accounts

Send Money

Cards

FD/RD

Bill & Recharges

← Back

Accounts Statements

Select Account and Statement Period

Current A/C - 3199 8900 0035 42

₹18,365.32

Manishanker Sharma

Available Balance

Recent Transaction

From Date

To Date

Note: Choose other statement period to download / email statement

All Transactions

Search a transaction

Showing up to last 20 transactions. *Closing Balance = Account Balance + Amount on Hold (if any)

08 Jan 2023	UPI/300191346221/Redbus Booking/redbus.payu@axi/Axis Bank Ltd./ICIO48ce10aefdc48ce90fa39ad9c8071d0/Ref. no. 232399283982	₹2,323.00	↕
		Closing balance ₹1,02,352.00	
Report this transaction			
08 Jan 2023	UPI/854217639841/Zomato Order/zomato.paytm...	₹234.00	↕
08 Jan 2023	POS/936382910375/Amazon Purchase/amazon.I...	₹3,000.00	↕
08 Jan 2023	CR/987654/Transfer	₹33,000.00	↕
08 Jan 2023	UPI/512738495610/Swiggy Order/swiggy.gpay@...	₹665.00	↕
08 Jan 2023	POS/234519087632/Grocery Shopping/bigbaza...	₹3,000.00	↕
08 Jan 2023	NEFT/765439018236/Electricity Bill Payment/ms...	₹2,690.00	↕
08 Jan 2023	CR/123456/From John Doe/john.doe@abcbank/...	₹1,32,332.00	↕
08 Jan 2023	POS/837410956382/Clothing Purchase/myntre...	₹1,499.00	↕
08 Jan 2023	NEFT/678543019823/Loan Repayment/eml@hdf...	₹8,32,000.00	↕

<

1

2

3

4

5

...


12

>

Showing 41- 50 of 113 Transactions

Recently Downloaded Statements


↕



CLASSIC

Services & Support

1



Home

Accounts

Send Money

Cards

FD/RD

Bill & Recharges

Loans

Invest

Insure

Pay Bills

Watch Demo

+ Pay New Bill

My Bills (15)

View All

All

SmartPay

Recharge

Mobile Postpaid

Friend - Landline

02218743443

Set Up SmartPay

₹632.00

DUE - 15 FEB

Pay Now

⋮

Mobile Postpaid

Father Mobile - P...

+91 9876543210

Set Up SmartPay

₹632.00

SCHEDULED - 15 FEB

Recharge

⋮

Mobile Postpaid

Home - Electricity

1234567890123

Set Up SmartPay

₹632.00

LAST PAID - 15 FEB

Pay Now

⋮

Quick Recharge

Mobile Prepaid

FASTag

DTH

Mobile Number

Recharge Now

Recent Recharges

Father Mobile - P...

+91 9876543210

₹632.00

Recharge

Sandy FastTag

688231983191

₹632.00

Recharge

Father Mobile - P...

+91 9876543210

₹632.00

Recharge

SmartPay Coming Soon

Stay tuned for more information as we get closer to the big reveal.

Bills and Recharges

View All

Popular

Recharge

Utilities

Subscriptions

Finance & Tax

Rental

Others

Electricity

Mobile Prepaid

Mobile Postpaid

Mutual Fund

FASTag

Insurance

Rent

Credit Card

Piped Gas

Water

DTH

Education

Quick Links

Pay Utility Bills

Make a Donation

Pay any Credit Card Bills

Taxes Payments

Rental Payments

Insurance Premium Payments

Get instant funds with

HDFC Bank

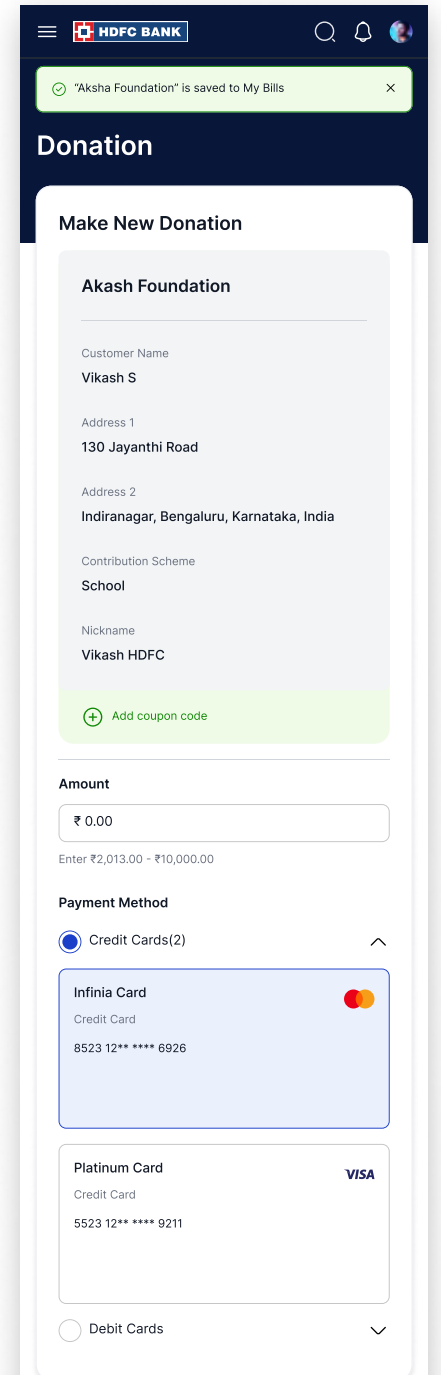
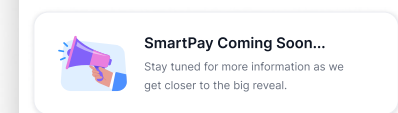
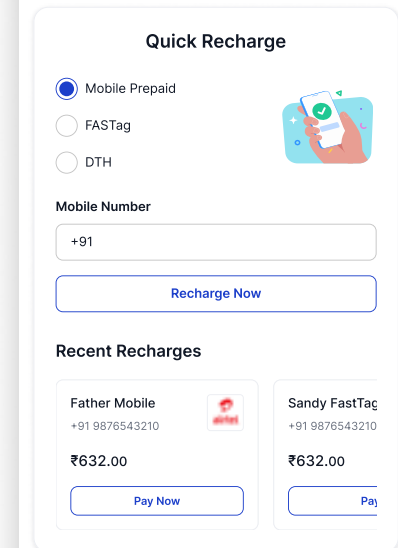
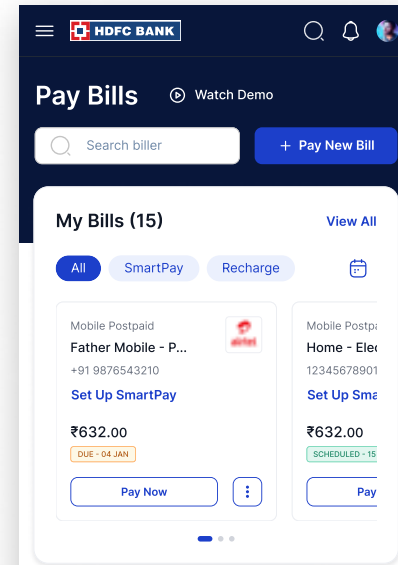
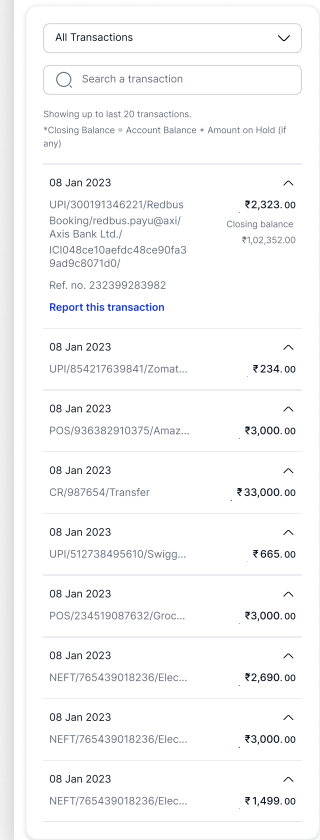
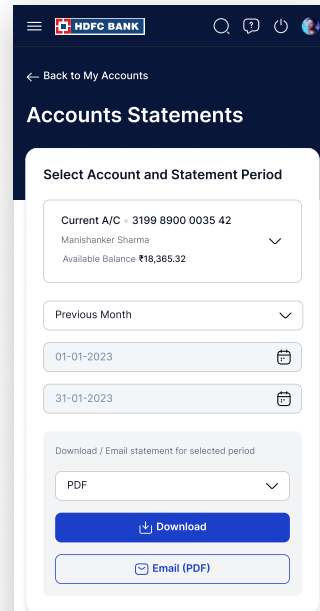
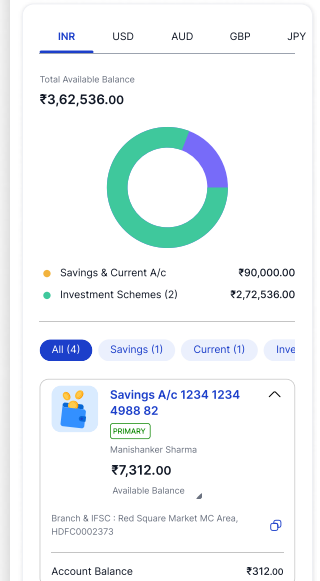
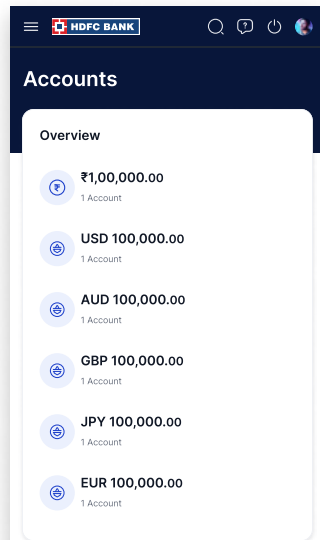
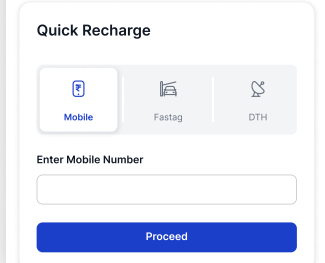
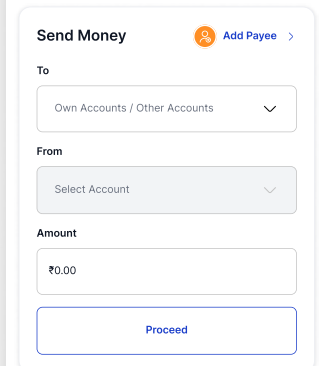
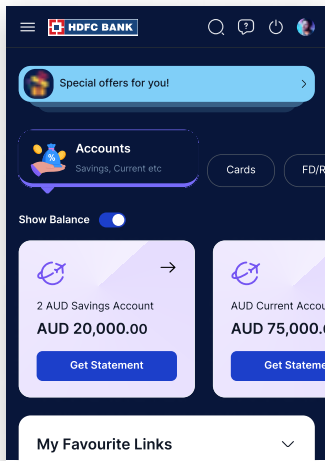
Personal Loan

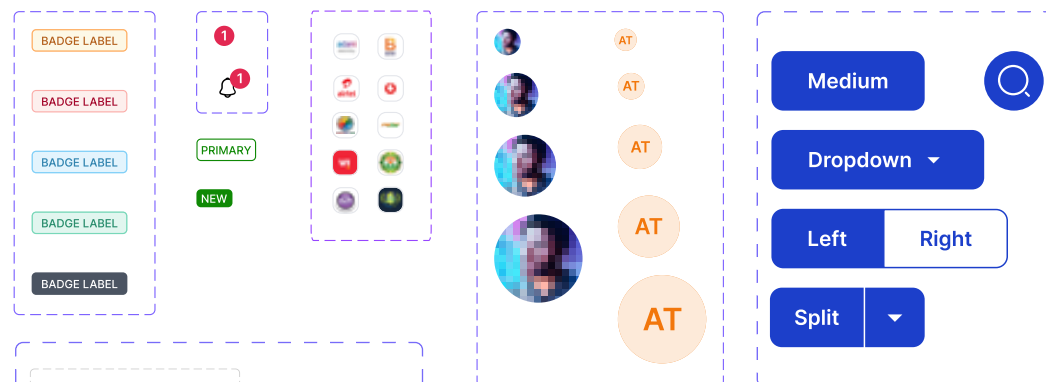
#jiyoshaanse

Apply Now



DESIGNS Responsive





The diagram illustrates a sequence of five icons (checkmark, info, warning, error, mail) in a dashed box, followed by a notification card. The notification card has a green checkmark icon, the title 'Notification Title', a close button (X), a description 'Notification description', and two buttons labeled 'Medium'.







	 Loading...
	 Loading...
	 Loading...

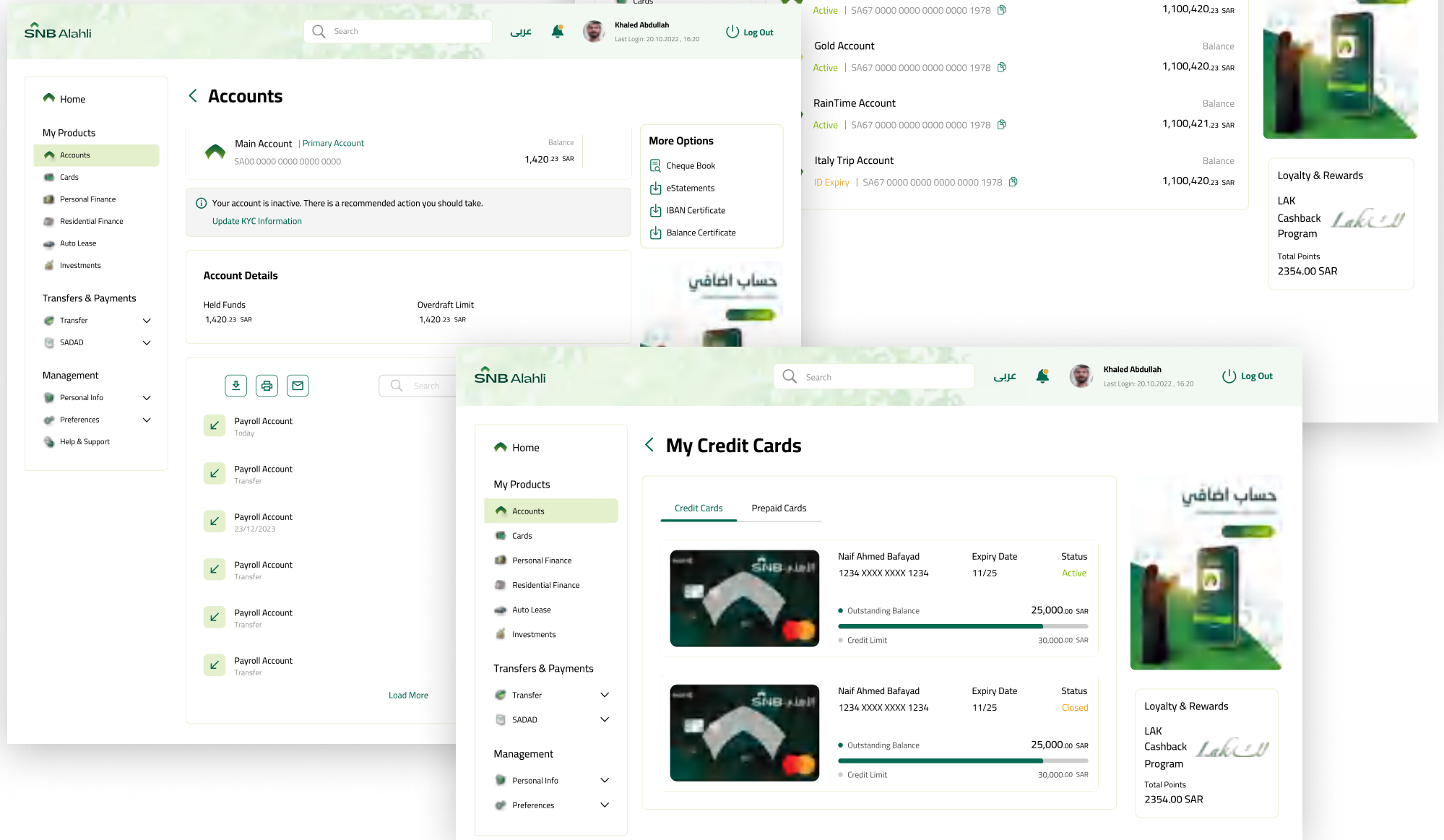
Diagram 1: Showing 1- 5 of 30 {Epic}

Diagram 2: Showing 1- 5 of 30 {Epic}

Diagram 3: Showing 1- 5 of 30 {Epic}

SNB Alahli

DESIGNS - Desktop



THANK YOU

FOLLOW ME FOR MORE PROJECT WORK



Behance



Dribbble



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Medium

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