



SANDUN FERNANDO

UX DESIGNER

PERSONAL DETAILS

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-  03 April 1989
-  Sri Lankan
-  Married
-  Resides in Singapore

SKILLS

- UX & UI design
- Design systems
- Digital accessibility
- Strategic thinking
- Interaction design (IxD)
- HTML & CSS
- Problem solving
- User-Centered vision
- Research & Workshop
- Roadmap creation
- Leadership
- Long-Term planning

TOOLS

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

ABOUT ME

With over 13 years in UX design, I specialize in simplifying complex problems through user-centered, AI-enhanced solutions. Skilled in design systems, accessibility, and leadership, I've crafted impactful digital experiences across fintech, e-commerce, and mobility platforms. Combining creativity with technical fluency in HTML/CSS and AI-driven design tools, I create intuitive, inclusive products that boost usability, innovation, and measurable business success.

-  [Linkedin](#)
-  [Medium](#)
-  [Behance](#)
-  [Dribbble](#)

EDUCATION

- **Web Accessibility | 2025 JAN**
W3Cx
- **Masters of Science in Information Technology | 2023 JAN 24**
Cardiff Metropolitan University
Modules
 - End User computing risk management
 - Team software development project
 - Technology project management
 - Information security and document management
 - Programming for data analysis
 - Geospatial analysis
 - Research methods for technology dissertations
 - Technology dissertation
- **Google UX Design Professional Certificate | 2022 MAR**
Coursera.org
- **BCS Level 4 Certificate in IT | 2013 MAR**
BCS, The Chartered Institute for IT
- **Oracle Certified Professional, JAVA SE | 2010 OCT**
Oracle
- **Diploma of Education, Graphic Design | 2006 JUN**
British Informatics of Computer Technology

WORK EXPERIENCE

Senior UX Designer

Backbase APAC PTE LTD • IT • 2022 JUL 21 – Present

Backbase is a digital banking engagement platform which helps people to engage with the banking platform.

- Led end-to-end UX design initiatives for digital banking platforms, driving user engagement through data-informed insights and human-centered design principles.
- Conducted workshops, user research, and design thinking sessions to uncover user needs, define workflows, and create intuitive customer journeys aligned with business goals.
- Applied rapid prototyping methodologies (Lean UX) to build and test proof-of-concepts quickly.
- Created interactive prototypes and MVPs using Figma, FigJam, and Miro, visualizing complex digital experiences and validating design hypotheses through user testing.
- Developed and maintained design systems ensuring accessibility, consistency, and scalability across web and mobile applications — adhering to WCAG accessibility standards.
- Utilized AI-assisted design tools and introduced innovative interaction patterns to optimize workflows and enhance digital experiences in financial platforms.
- Collaborated cross-functionally with product managers, engineers, and business stakeholders to translate abstract business requirements into elegant, functional UI solutions.

Lead Product Designer

Noon.com • IT • 2021 OCT 18 – 2022 JUL 04

The region's leading e-commerce platform and digital marketplace, offering incredible value across multiple categories with world-class service, delivering to customers in the Kingdom of Saudi Arabia, the United Arab Emirates, and Egypt.

- Consult with stakeholders regarding technical constraints, solutions, and achieving objectives. Retrieve database records, run SQL queries, and identify patterns and areas for improvement.
- Conduct A/B tests to determine the most effective design concept.
- Create wireframes and high-fidelity designs with a proper information hierarchy and prototype to build the concept. Test with real users to measure usability.
- Communicate with clients to sketch, design, and create prototypes and websites according to their requirements.
- Assist the marketing team in executing campaigns according to the finalized designs.

Lead UI/UX Designer

ikman.lk • IT • 2018 OCT 25 – 2021 JUL 15

ikman is a digital ecosystem of products and services built in the region with the vision of becoming the engine of efficiency and convenience for the people we serve.

- Collaborate with business analysts and product owners to sketch, design, and develop websites in accordance with their needs.
- Conduct A/B testing to finalize design concepts for development.
- Perform competitor analysis to identify potential new features and areas for improvement.

WORK EXPERIENCE

Senior UX Designer

Digital Mobility Commerce Lanka • IT • 2016 APR 01 – 2018 OCT 22

The PickMe software is a platform that facilitates a real time connection between the taxi passenger and the taxi driver, enabling mutual engagement for the receipt and delivery of a seamless service.

- Communicate with business analysts and management to understand requirements and wireframe ideas.
- Empathize with users, understand their problems, and create documentation for team members.
- Develop concepts and present them to managers for conceptualization and visualization.
- Use flow.io to draw flow diagrams outlining the application's experience and navigation flow.
- Utilize Balsamiq for wireframes, Sketch App for low and high-fidelity designs, and prototyping to further develop concepts.
- Employ Adobe Photoshop and Adobe Illustrator to create necessary illustrations for the application.

Senior UX Designer

Information Systems Associates (Pvt.) Ltd • IT • 2015 DEC 14 – 2016 MAR 31

ISA-Information Systems Associates (Pvt.) Ltd, located in Colombo, Sri Lanka is a premier in the field of Information Technology providing best-of-breed technology solutions for the global travel and aviation industry headquartered in Sharjah, UAE since 2005.

- Design new enterprise-level applications.
- Increase usability and user experience of enterprise-level applications.
- Create clickable prototypes and present them to customers.
- Analyze usability issues and introduce new components to improve applications.
- Groom ideas to conceptualize and demonstrate to management for visualization.

Associate Technical Lead

Eyepax IT Consulting • IT • 2015 MAR 23 – 2015 DEC 09

Eyepax IT Consulting (Pvt) Ltd is a privately held IT company that was founded in 2006. The company offers various software development services based on the latest technologies, including client-server, Windows, web, wireless, and smartphone technologies.

- Conduct meetings with project owners to discuss technical constraints, solutions, and achieving objectives.
- Conduct design workshops to enhance the knowledge of team members.
- Design prototypes and demo them with clients to explain concepts.
- Communicate with clients to sketch, design, and develop websites according to their requirements.
- Empathize with customers, understand their problems, and negotiate solutions and suggestions accordingly.

WORK EXPERIENCE

Senior Usability Engineer

99X Technology • IT • 2013 OCT 20 – 2015 FEB 13

99x is a technology company co-creating well-engineered, innovative digital products for the Scandinavian market. Its expertise has been proven through a portfolio of over 150 impactful global digital products, developed together with leading Independent Software Vendors (ISVs). 99x employs over 400 technology and product specialists, who are high achievers, creative thinkers, and team players. The company is one of Asia's Best Workplaces for 2021 and has been named a Best Workplace in Sri Lanka for the tenth consecutive year.

- Consult clients regarding technical constraints, solutions, and achieving objectives.
- Conduct one-on-one interviews with clients to identify objectives and requirements.
- Draw quick wireframes on paper, designing screens using Adobe Photoshop, and building prototypes using InVision App based on the requirements.
- Design websites or mobile applications according to project specifications and guidelines such as Material Design and Human Interface Guidelines (HIG).
- Identify customer requirements through user interviews and suggesting appropriate solutions.

GUI Designer

Web Crafts Private Limited • IT • 2011 JUN 06 – 2013 OCT 17

Web Crafts (pvt) Ltd. is an award winning IT service provider based in Sri-Lanka, founded 2000, our roots go back much further. We are specialized in fields of web design, software development, graphic design, flash development and online marketing.

- Conduct user interviews with clients and stakeholders to understand their requirements.
- Perform A/B testing with clients to determine the most suitable design for their needs.
- Benchmark competitors, conceptualize ideas, storyboard, and brainstorm for design and development.
- Develop wireframes, validate them with clients, and design screens based on information gathered during interviews.
- Use Adobe Illustrator and Adobe Photoshop to create necessary screens and illustrations.
- Engage with clients to discuss and negotiate requirements, ensuring they can be designed within the given budget and timeline.

REFERENCES

Hasanga Abeyaratne

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Director HCI

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