


Sandun Fernando



Principal UX Designer

 Singapore PR

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Professional Summary

Principal UX Designer with 12+ years of experience shaping enterprise, B2B SaaS, fintech, marketplace, and mobility products across APAC, Europe, and the Nordic region. I transform complex workflows into intuitive, scalable, and accessible experiences by combining product strategy, user research, interaction design, design systems, and strong cross functional leadership. My recent work reflects growing market demand for AI enabled product thinking, measurable design outcomes, inclusive design, and hands-on leadership across discovery, validation, and execution, with particular depth in digital banking, complex financial workflows, data rich platforms, and compliance aware product experiences.

Core Strengths

- Led end to end UX across banking, ecommerce, marketplace, and mobility products, translating complex workflows into clear and scalable experiences.
- Shaped product direction through research, workshops, prototyping, and close collaboration with product, engineering, and business stakeholders.
- Built and evolved design systems that improved consistency, accessibility, and scalability across digital platforms.
- Introduced AI assisted ways of working and explored AI informed interaction patterns to accelerate design exploration and product thinking.
- Balanced strategic leadership with hands-on execution across discovery, validation, delivery, and iteration.
- Mentored designers and strengthened design quality through reviews, collaboration, and standards driven ways of working.
- Applied trust centred design thinking to financial experiences where clarity, explainability, auditability, and operational usability matter.
- AI informed concepts for financial guidance, service operations, and next generation product experiences.



Career Highlights

Senior UX Designer

Backbase APAC PTE LTD | (2022 - Present) | Singapore | FinTech [IT]

- Lead end to end UX design for a complex B2B SaaS banking platform, creating scalable multi tenant solutions aligned with diverse client needs, regulatory expectations, and product goals.
- Facilitate workshops, research activities, and design thinking sessions to uncover user needs, define workflows, and shape customer journeys that align user value with business priorities across complex financial service contexts.
- Apply rapid prototyping and lean validation methods to explore concepts, de-risk product decisions, and communicate complex financial workflows through interactive prototypes, decision support journeys, and MVPs.
- Develop and maintain design systems that support consistency, scalability, accessibility, and governance across web and mobile experiences, aligned to WCAG standards.
- Use AI assisted design tools to improve speed, exploration quality, and workflow efficiency across the design process.
- Explore and introduce AI informed interaction patterns, including more contextual and intelligent experience ideas for next generation banking modules, explainable guidance, and operational decision support.
- Partner closely with product managers, engineers, QA, and business stakeholders to translate abstract requirements into intuitive, trustworthy, and delivery ready solutions.

Lead Product Designer

Noon.com | (2021 - 2022) | Colombo/Dubai | E-Commerce [IT]

- Led product design initiatives across multiple ecommerce categories and customer touchpoints, helping shape user experiences at scale.
- Collaborated with stakeholders to define product goals, technical constraints, and customer needs, ensuring solutions balanced desirability, feasibility, and business value.
- Used experimentation and AB testing to validate concepts, learn from user behaviour, and improve experience quality through iteration.

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Lead UX/UI Designer

ikman.lk | (2018 - 2021) | Colombo | E-Commerce [IT]

- Led design initiatives for a large scale marketplace platform, improving experience quality and engagement through more thoughtful and user centred UX decisions.
- Partnered with product owners and business analysts to define requirements, shape user journeys, and improve platform usability across key experiences.
- Used competitor analysis and AB testing to refine concepts, validate design choices, and support continuous product improvement.

Senior UX Designer

Pickme | (2016 - 2018) | Colombo | Transportation [IT]

- Led UX design for a high frequency mobility platform, improving the clarity and usability of real time passenger and driver interactions.
- Collaborated with business analysts and stakeholders to translate requirements into practical user flows, wireframes, and experience concepts.
- Conducted user research to understand pain points, behavioural patterns, and service friction, using insights to guide product decisions.
- Produced low and high fidelity wireframes, prototypes, and visual assets using Balsamiq, Sketch, and Adobe Illustrator.
- Worked closely with development teams to maintain design integrity through implementation and release.

Senior UX Designer

Information Systems Associates (Pvt.) Ltd | (2015 - 2016) | Colombo | Aviation [IT]

- Designed enterprise applications for complex travel and aviation workflows, improving usability across information rich product experiences.
- Led prototyping and usability testing activities to identify friction points, validate interaction patterns, and improve product quality.
- Collaborated with cross functional teams to define user needs and deliver solutions aligned with business goals and technical realities.

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- Conducted in depth user research and usability evaluations to strengthen decision making and product usability.

Associate Technical Lead

Eyepax IT Consulting | (2015 - 2015) | Colombo | Information Technology

- Worked across design and development functions to create stronger alignment on requirements, constraints, and solution direction.
- Facilitated workshops with project owners to define business needs, technical considerations, and implementation expectations.
- Designed and presented prototypes that clearly communicated both user experience intent and delivery feasibility.
- Engaged directly with clients to understand their needs and shape tailored digital product solutions.

Senior Usability Engineer

99X | (2013 - 2015) | Colombo | Information Technology

- Conducted user research and usability evaluations for digital products built for the Scandinavian market, improving experience quality and user satisfaction.
- Collaborated with clients to translate business goals and user expectations into practical design solutions.
- Developed wireframes, prototypes, and interactive demos to communicate concepts, gather feedback, and support product decisions.
- Led the design of mobile and web applications using Material Design and Human Interface principles.

GUI Designer

Web Crafts Private Limited | (2011 - 2013) | Colombo | Information Technology

- Designed user interfaces for web and mobile applications with a strong focus on usability, visual clarity, and client needs.
- Worked closely with clients to define design requirements and produce wireframes and high fidelity interface concepts.

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- Conducted competitor analysis and A B testing to improve concepts and strengthen interface decisions.
- Created polished visual designs and digital assets using Adobe Illustrator and Photoshop.

Education & Certifications

- MSc, Information Technology - Cardiff Metropolitan University, UK (2023)
- Web Accessibility (W3Cx) - W3C (2025)
- Google AI Essentials - Coursera.org (2025)
- Google Prompting Essentials Specialization - Coursera.org (2025)
- Google UX Design Professional Certificate - Coursera.org (2022)
- BCS Level 4 Certificate in IT - BCS, The Chartered Institute for IT (2013)
- Diploma of Education, Graphic Design - British Informatics of Computer Technology (2006)

References

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