




Asith Wijenayake

Senior UI/ UX Designer . Engineer

Design with passion, empathy, and curiosity.

 <https://asith.cc/>

 /asithwijenayake

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Experience

Senior UI/UX Engineer | 2021 Jan - Present

Dialog Axiata PLC - Ideamart

UI/UX Engineer | 2019 May - 2021 Jan

Dialog Axiata PLC - Ideamart

- Working on redesigning/branding creating the next generations of UX/UI and digital services for all the available telco/ Digital products.
- As an individual contributor, worked with engineers to deliver end-to-end design solutions, notably ideabiz, platformPlay.
- Designed and validated workflows and interfaces through iterations.
- Collaborated with multiple roles to drive alignments.
- Oversaw a all the team of development and marketing in ideamart, Dialog.

UI/UX Developer | 2016 June - 2019 May

John Keells IT (JKCS)

- Created the preliminary design language and collaborated with tech leads on future product strategies.
 - Analyzed user feedback, did competitive analysis, and communicated with the customer success, engineering, QA and design teams to prioritise and ensure features and tasks were developed as expected.
 - Learned and practice the latest and best practices of operating a front-end web development and technologies.
 - Created branding and general look and feel of website
- Designed high-level UX concepts and accomplished storyboards, wireframes, visuals and mock-ups.

UI/UX designer / developer | 2013 - Present

in house Freelancer

- Researched marketing trends and competitor information to understand application bounce rates.
- Designed screen flow diagrams, story boards, and sitemaps for data visualization.
- Validated designs with stakeholders and participated in Agile scrum teams

UI/UX engineer/ Open source contributor | 2017 - Present

GDG CodeLanka

- Responsible for empowering the team to create the best user experience for ongoing open source projects.
- Collaborate with with local transport service providers, partners and organizations. Research and working area include, Google map/ cloud platform, AI, ML, B2B and B2C experience.

Education

University College Dublin | 2013 - 2017

B.Sc. (Hons) Computer Science - 2nd class

Under NSBM Green University

Skills

User Experience Design / User Interface Design / Design Thinking / User-centered Design / User Research / Interaction Design / Industrial Design / Usability Testing / Information Architecture / Service Design / Ethnography / Prototyping / Wireframing / Branding / Agile

Technologies and Tools

Sketch App / Adobe Illustrator / Adobe Photoshop
Adobe XD / Figma / InVision / Framer / ProtoPie / Principle
Balsamiq / Affinity Designer / Origami Studio /
HTML / CSS / JavaScript / SASS / Node, Guld. PM /
JQuery / Bootstrap / WordPress Theme Development /
Foundation / Vue

Leaderships

Google Summer of Code 2019 - Mentor
Colombo Dribbble Meetup - Founder & community organizer
FOSS.lk Advocate
Colombo Sketch Meetup - community organizer
WordPress Colombo - organizer / WordPress Core contributor
HackerNest Colombo - organizer
Assistance project manager - SL2College

Referees

Shafraz Rahim | Amazon Web Services
Developer Community Program Manager, Asia Pacific & Japan
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