

Reshika Fernando

9+ YEARS IN UX/UI & DIGITAL PRODUCT DESIGN

Work Experience

TeamUp / Senior Product Designer (Contract)

MAR 2024 - PRESENT, (REMOTE)

- Lead the design and implementation of a comprehensive design system for a new ecoSystem solution and collaborate with front-end engineering to integrate the design system into Storybook.
- Mentor junior designers in design system adoption and rapid prototyping techniques.

Sysdig Inc. / Product Designer

DEC 2021 - JAN 2024, ITALY (REMOTE)

- As the lead designer for Sysdig Alerts & Events, I enhanced monitoring metrics' user experience by introducing new alert types and overall module improvements, informed by user-centric decision-making involving usability testing and behavior analysis with tools such as Periscope, Pendo, or Hotjar.
- Collaborated on the design of dashboard visualization and data processing, implementing new visualizations and enhancing existing panels for a diverse dashboard experience for monitoring.
- As a Lead Designer, I contributed to addressing the challenges associated with high volumes of dashboards, resulting in improved discoverability and efficiency for users.

Other

- Winner of the Sysdig Hackathon 2022 in the UX category, serving as the lead designer on the R&D project to integrate Prometheus Lens into the Sysdig Prometheus query-building module.
- Speaker at Intersection Conference 2022 on Goal-Directed Design.

TeamUp / Senior UI/UX Design Engineer

FEB 2018 - NOV 2021, SRI LANKA (REMOTE)

- Lead Designer on the award-winning south asian eSport Platform. I facilitated conducting user research and analysis, concept ideation, High Fidelity Design, and developing a mobile-friendly front-end.
- Swiftly addressing pandemic-related gas delivery challenges, I interviewed users, mapped the user journey, designed high-fidelity concepts, and developed an Ionic mobile app in 7 days, improving gas cylinder accessibility for 500+ households.
- As a Senior Designer, I regularly conducted customer calls, collaborated closely with the product owner, and achieved more effective, user-centered designs.
- As the founding designer, I also had the opportunity to mentor junior designers daily, providing feedback on designs and standardizing the design ethics for the team.

IdeaBits SE / UI/UX Design Consultant

MAR 2021 - SEP 2021, SWEDEN / SRI LANKA (REMOTE)

- My main responsibility was to provide MVP solutions to a leadership growth application.
 - I facilitated multiple workshops on talking to various stakeholders on the ideation and concept.
 - Conducted competitor analysis research to understand potential users and their behaviours.
- Conducted research on personal inner chakras and their potential use in leadership growth, applying the same empathy to design concepts.
- Led multiple workshops on usability testing with high-fidelity prototypes to validate user journeys and overall UX experience.
- Ideated the concept of a cartoon AI character serving as a buddy to assist users throughout the application.

ZILLIONe Pvt. Ltd. / UX Engineer (Contract)

FEB 2019 - JUL 2020, SRI LANKA

- My main responsibility was to enable a seamless transition from the existing on-premise HR and payroll system to a cloud-based solution.
- Compared the desktop application's UX with best practices for cloud-based HR and payroll systems. Highlight areas where the cloud solution can offer improved usability and efficiency.
- Collaborated with engineering managers to understand any technical limitations that might impact the desired UX in the cloud environment.
- Partner with the product owner to map out the user experience for key HR and payroll tasks within the cloud system. Including defining user journeys and outlining user stories that capture the functionality needed from a user perspective.
- Facilitated User testing by validating design concepts and gathering user feedback through usability with existing HR and payroll staff.

Early Years as a Designer

- Co-designed Pizza Hut Sri Lanka eCommerce web application as well as native mobile applications enabling users first time in Sri Lanka's history of mobile app pizza ordering experience. (at Four Corners Lanka)
- Leading Designer on multiple ERP solutions directly works with potential users to understand their need to provide a seamless solution. (at Four Corners Lanka)
- Founding Designer in an eCommerce product solution for over 2 years, providing mobile-first design experiences and payment gateway solutions for over 1000 SME customers. (at WebXPay)

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Certifications & Education

Enterprise Design Thinking Practitioner / IBM

JUL 2024

Bsc. Communication Design / IAAD

JUL 2014, TURIN - ITALY

Science Diploma in Communication Technology / Instituto Maria Ausiliatrice

JUL 2011, TURIN - ITALY

Tools

 FIGMA  SKETCH

 ADOBE XD  ILLUSTRATOR

 PHOTOSHOP

Technologies

HTML / CSS / LESS / SASS / Bootstrap / Wordpress / Kubernetes / Prometheus

Other

Pendo / Hotjar / Periscope / JIRA / Confluence / Miro / Github / Bitbucket / Docker / Datadog / Grafana

Reference

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