



Dinuka Lakmal Perera

Senior UI/UX Designer | Lead UI/UX Designer

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PROFESSIONAL SUMMARY

Seasoned UI/UX Designer with 10+ years of experience crafting intuitive, user-centered digital experiences across web and mobile. Adept at leading cross-functional design teams, driving design strategy, and delivering solutions that align with business goals and enhance engagement. Skilled in AI-assisted UX design — directing AI tools to accelerate research, ideation, and prototyping while owning design strategy and quality. Seeking a senior or lead role to spearhead end-to-end design initiatives, establish scalable design systems, and foster design excellence.

CORE COMPETENCIES

User-Centered Design, Usability Testing, Accessibility Compliance (WCAG), Design Systems, Responsive UI Design, Cross-Functional Collaboration, Interaction Design, Visual Hierarchy, Wireframing & Prototyping, Information Architecture, Agile & Sprint-Based Design, AI-Assisted UX Design, Figma / Adobe XD / Sketch

WORK EXPERIENCE

Senior UI/UX Designer – IFS R&D International (Pvt) Ltd, Colombo

Jan 2024 – 2026 March

- Spearheaded a centralized design system for the IFS Assyst platform, reducing design redundancy and enhancing cross-module UI consistency.
- Cut UI handoff time by 40% by adopting Figma Make and an AI-assisted design flow to accelerate prototyping and streamline developer handoff.
- Directed the UX revamp of core ITSM functions (Attachment Manager, Favorites, Dashboards), improving mobile usability and task speed.
- Redesigned legacy ESM modules to meet UK AA usability standards and 400% zoom accessibility, grounded in personas, journey mapping, and usability testing with real users.

Senior UI/UX Designer & Researcher – Firehouse Technologies, Colombo

Jan 2022 – Dec 2024

- Initiated and maintained Firehouse's first centralized design system, cutting redundant design work by 50% across product and marketing.
- Boosted website conversion rates by ~20% through UX-focused redesigns with streamlined navigation and impactful CTAs.
- Elevated email campaign engagement with animated templates; validated designs through client usability testing and interactive Figma prototypes.
- Partnered with Business Analysts and stakeholders in Agile sprints, translating user stories into user-centered journeys and wireframes.

UI Designer / Developer – CICRA Holdings, Colombo

Jan 2018 – Jan 2022

- Revamped websites across all CICRA subsidiaries – improved layout, hierarchy, and accessibility drove a 50% lift in engagement and conversions.
- Standardized digital branding group-wide with cohesive brand guidelines; presented monthly progress to CEOs and stakeholders.
- Contributed to the UI/UX design and front-end development of a government Tea Board application using Adobe XD, InVision, Bootstrap, HTML, and jQuery.

Web / Graphic Designer – CN Global Pty Ltd, Colombo

Feb 2014 – Feb 2017

- Designed and built responsive websites (HTML, CSS, jQuery, Bootstrap, WordPress, Joomla, Magento) from Illustrator/Photoshop layouts.
- Produced brand-consistent marketing assets – brochures, ads, logos – across digital and print media, driving repeat client engagement.

KEY PROJECTS

IFS Assyst Revamp – Senior UI/UX Designer, 2024–Present

Modernizing a 15-year-old enterprise ITSM platform: scaled the design system, authored component documentation, and applied journey mapping and heuristic evaluation to lift platform usability.

Mortar AI Marketing Platform – Senior UI/UX Designer & Researcher, 2022–2024

Designed and maintained the design system for an Australian customer-data and marketing-automation platform; turned stakeholder requirements into unified web and mobile experiences.

LED Craft Inventory & Proposal System – UI/UX Designer & Front-End Dev

Designed and built a responsive web app for LED billboard manufacturers, translating complex inventory and dynamic-pricing logic into intuitive interfaces.

TECHNICAL SKILLS

Design & Creative: Figma, Adobe XD, Photoshop, Illustrator, Premiere Pro, After Effects, Sketch, FigJam, Miro

Design Systems: Scalable UI kits, component libraries, design tokens

Front-End: HTML, CSS (design accuracy and developer handoff validation)

Collaboration: Jira, Azure DevOps, Figma Dev Mode

Research & Testing: Whimsical, usability testing

AI Tools: Claude, ChatGPT, Lovable

Accessibility: WCAG 2.1, color-contrast validation

Platforms: Web, Mobile (iOS / Android), Responsive Design

EDUCATION & CERTIFICATIONS

- **Higher Diploma in Computer Science (Web Development)** – Infortec International Asia Campus, 2012
- Certificate Tier 1 User Experience Designer – Bootcamp, 2024
- Art of UI Design with Figma – Bootcamp, 2024
- Foundations of User Experience (UX) Design – Google, 2022

Languages: English, Sinhala | **Nationality:** Sri Lankan