

Asanka Pale.

User Experience and User Interface Designer

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SUMMARY

With over 5 years of expertise in Web and UI/UX design, I've enhanced my skills as a problem solver and innovator, delivering impactful solutions. I've led website redesigns, revitalized mobile apps, improved software usability, and conducted user research, resulting in increased customer satisfaction. My expertise can bring significant value to any team in need of a proven UX Designer.

PROFESSIONAL EXPERIENCE

IDN TECHNOLOGIES

Remote | Houston, TX

UX/UI Designer

April 2022 – Present

- Developed engaging website layouts, graphics, and user interfaces using Adobe Photoshop and Illustrator, ensuring consistency with brand guidelines
- Worked closely with clients to understand their vision, create custom visual assets, and present design concepts for feedback and revisions
- Managed multiple design projects simultaneously, meeting deadlines, staying updated on industry trends, and providing excellent customer service to ensure client satisfaction

CLIQUE

Remote | Berlin, Germany

Associate UX/UI Designer

February 2021 – March 2022

- Conducted in-depth research on finance management and competitors, utilizing data analysis to inform design decisions
- Developed user-centric artifacts, including user flows, empathy maps, and personas, to align designs with user needs
- Designed and prototyped wireframes and mockups, conducting usability testing to create impactful digital products

SPRINGBOARD

Remote | San Francisco, CA

Intern UX/UI Designer

January 2020 – March 2021

- Conducted in-depth research on finance management and competitors, using data analysis to inform design decisions
- Developed user-centric artifacts, including user flows and personas, and designed/prototyped wireframes and mockups, conducting usability testing for impactful digital products
- Collaborated with cross-functional teams and contributed to design systems and style guides for consistency across projects

TOOLS AND TECHNOLOGIES

- **Design Tools:** Adobe XD, Sketch, Figma, Adobe Photoshop, Adobe Illustrator, InVision Studio, Axure RP • Prototyping Tools: InVision, Marvel
- **Wireframing Tools:** Balsamiq, Axure RP, Sketch, Adobe XD
- **Collaboration Tools:** Slack, Microsoft Teams, Figma (for real-time collaboration), InVision (for feedback and collaboration), Miro (for collaborative whiteboarding)
- Version Control: GitHub, GitLab
- **Design Systems:** Abstract, Zeplin, Adobe Creative Cloud Libraries, UXPin
- **User Research and Testing Tools:** User Testing, Optimal Workshop, Google Analytics
- **Communication Tools:** Zoom, Google Meet, Slack, Microsoft Teams, Skype
- **Project Management Tools:** Asana, Jira, Monday.com
- **Coding/Development Tools:** HTML/CSS, JavaScript, React.js
- **Typography Tools:** Google Fonts, Adobe Typekit, Font Awesome
- **Color Scheme Tools:** Adobe Color, Colors, Material Design Palette

EDUCATIONAL/PROFESSIONAL QUALIFICATIONS

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| Springboard UI/UX Design Career Certification Bootcamp | San Francisco, CA 2020 -2021 |
| University of Colombo Bachelor of Information Technology | Colombo, Sri Lanka 2014 -2017 |
| University of Kelaniya Bachelor of Arts | Kalaniya, Sri Lanka 2011 -2014 |
| St. Petersburg College A.A in Information Technology | Clearwater, FL 2023 - Present |

SKILLS & COMPETENCIES

- User Research
- Wireframing
- User Interface Design
- Visual Design
- User Testing
- Usability
- Prototyping
- Responsive Design
- Accessibility
- Product Design
- Design Thinking
- Interaction Design
- Development Processes Knowledge
- Problem-Solving
- Analytics
- Project Management
- Communication
- Collaboration