

# Rishni Perera

Versatile UI UX, Digital Product and Experience Designer with expertise in UX research, interface design, interaction design, and visual design. Skilled in collaborating with cross functional teams across industries including technology, education, services, and marketing to create transformative digital experiences and solutions.

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## Professional Experience

### UI UX, Digital Product and Experience Designer *Freelance (2022 - Present)*

- Leveraging storytelling and design principles to craft engaging user experiences with a 30–40% conversion rate, seamlessly aligning project goals to drive successful outcomes across diverse platforms, including user interfaces, responsive websites, prototypes, mobile UIs, and visual design.

### UI UX Software Engineer *Infor (2017 - 2022)*

- Applied a comprehensive UX process to identify user pain points and design intuitive interfaces, resulting to a 37% increase in user satisfaction scores for a SaaS product across cloud, desktop, and mobile platforms.
- Developed user-friendly applications with HTML5, CSS3, JavaScript, and Angular, ensuring high-quality performance through thorough unit testing.
- Proactively developed and maintained user guides, video tutorials, and learning materials to streamline the onboarding process for new and existing users, resulting in a 42% boost in user engagement. Additionally, managed graphic design and social media marketing efforts.

### Senior Graphic and Web Designer *across six different companies (2008 - 2017)*

- Designed exceptional, responsive web UIs and digital products that improved user experience by over 35% while producing compelling marketing materials across print, fintech, EdTech, digital marketing, and social media. Partnered with a diverse client base including Fortune 500 companies, remote teams in the USA, on-site projects in New Zealand, and leading educational providers in Sri Lanka to deliver impactful, results-driven solutions.

## Education

### Master of Information Technology

*University of Colombo, Sri Lanka (2017)*

### Bachelor of Multimedia and Business Marketing

*Swinburne University of Technology, Australia (2008)*

### UI UX Certifications

Google UX Design Professional certification, AI in UI/ UX, Mobile Design, Services Design, UX Writing, Design Accessibility , UX Research, Design Thinking, Design Leadership

## Skills and Tools

- UI design, User Research, Prototyping, Wireframe, Design systems, Usability testing, A/B testing, Agile design sprints
- Graphic design, Web design, Video and 3D creation, Learning Experiences design
- Figma, Sketch, Uizard
- Adobe Creative Suite(Illustrator, After Effects, Photoshop, InDesign, Audition, Captivate)
- HTML, CSS, JavaScript, Bootstrap, Webflow, WordPress, Canva, Jira, GitHub, Camtasia