Rishni Narmada Perera
Digital Product and Learning Designer

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MSC, BACHELOR, GOOGLE CERTIFIED, 10+ YEARS, UXCEL TOP 5%

A Digital Product and Learning Designer with over a decade of experience connecting pixels and people, known for transforming complex challenges with critical thinking into simple, elegant design solutions for startups, Fortune 500 companies, and NGOs. Skilled in creating high-quality UX product UIs, memorable learning experiences, building functional prototypes to ensure designs work as beautifully as they look, and passionate about AI, design systems, accessibility, user psychology, and the business strategies behind great user experiences.

WORK EXPERIENCE

Independent | Remote | 2022 - Present
Digital Product and Learning Designer

- Works with global clients across tech, education, healthcare, and nonprofits to craft intuitive digital experiences from websites and apps to interactive learning materials
- Transforms ideas into reality through usable, accessible, WCAG-compliant wireframes, prototypes, and UIs, while designing onboarding flows and video-based learning modules that have boosted user retention by 32%
- ***Highlighted Project:*** Transformed a QA career training platform by developing an intelligent LMS with built-in career coaching, doubling course completion rates from 12% to 28%. The lovable MVP solution combined AI-driven personalization with vibecoding technology to deliver adaptive learning paths and instant feedback

Infor | Hybrid | 2017-2022
UI UX Software Engineer

- Spearheaded end-to-end UX design for an enterprise Testing-as-a-Service (TaaS) solution, delivering consistent user experiences across desktop, mobile, and cloud platforms
- Collaborated with cross-functional Agile teams, including developers, QA engineers, and product managers, while directly reporting to the Head of Development to drive project success
- ***Highlighted Project:*** Transformed a B2B SaaS product by identifying key user pain points and designing intuitive, cross-platform interfaces, boosting satisfaction scores from 24% to 37%. Built responsive applications with the SOHO design system, HTML5, CSS3, and Angular, supported by rigorous testing for seamless performance. Enhanced adoption through user guides, video tutorials, and targeted learning materials, driving a 42% increase in engagement. Elevated brand visibility through strategic graphic design and social media campaigns

Six Companies | Sri Lanka, New Zealand, USA | Hybrid | 2008-2017
Graphic and Web Designer

- Created impactful branding and digital experiences for Fortune 500 and growing businesses, driving 35% usability gains through intuitive designs. For education and nonprofits, developed engaging motion graphics that boosted engagement by 23%, while transforming learning outcomes through rich multimedia LMS content
- ***Highlighted Project:*** Redesigned and modernized a government-funded Settlement website using Joomla CMS, serving 45,000+ new migrants annually across New Zealand. Enhanced user experience and accessibility for diverse populations navigating critical resettlement resources

KEY ACHIEVEMENTS

- Merges the art of storytelling with UX best practices to build AI learning platforms that convert, proven by lifting key metrics from 12% to 28%
- Ranked in the Top 5% of UXCEL Scholars (2025)
- Boosted SaaS user satisfaction (37%) and engagement (42%) via UX and onboarding optimizations across cloud, desktop & mobile
- Honored with the Best Graphic Design Performer Award (2013)

EDUCATION

University of Colombo, Sri Lanka | 2017
Master of Information Technology

Swinburne University of Technology, Australia | 2008
Bachelor of Multimedia and Business Marketing

Google UX Design Professional | 2021

UXCEL Certifications | 2023 - 2025
AI in UX Design, Accessibility & Inclusive Design, UX Writing & Research, Gamification, Mobile & Service Design, Design Thinking & Design Leadership

SKILLS, TOOLS & STRENGTHS

- **UX/UI Design:** User Research | Wireframing | Prototyping | Usability Testing | Interaction Design | Design Systems | HCI | A/B Testing | WCAG Compliance | Material/Apple Design Guidelines | Usability Testing
- **Learning Design (LXD):** Instructional Design | eLearning Development | Mobile Learning | Gamification | Learning Analytics
- **Technical Proficiencies:** Figma | Adobe Suite | HTML/CSS | Webflow | Moodle | Articulate 360 | Camtasia | Canva| Wordpress | Firebase Studio | Renderforest | Revoicer | Jira | GitHub | Notion
- **Core Strengths:** Cross-functional Collaboration | Agile Delivery | Client Relations | Stakeholder Management | Visual Storytelling | Deadline-Driven Execution