Rishni Perera

Digital Product & Learning Designer (AI, Growth UX)

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Colombo, Sri Lanka | Open to Remote / Hybrid / Relocation

PROFESSIONAL PROFILE

Digital Product Learning Designer with 10+ years of experience transforming complex, data-heavy challenges into simple, elegant, Human-centred experiences across startups, Fortune 500 companies, NGOs, and public-sector platforms. Specializes in UIUX, Adoption & Growth UX design (onboarding, activation, retention), learning experience design (LXD), AI-powered SaaS products, and accessibility-first UX. Recognised for building high-quality product interfaces, creating memorable learning journeys, and delivering functional prototypes that validate usability and feasibility. Known for partnering closely with product managers, engineers, and stakeholders to turn ambiguity into clarity—simplifying workflows into intuitive systems that drive user adoption, long-term engagement, and measurable business impact.

CORE CAPABILITIES

• Product Discovery & Problem Framing | User Research & Usability Testing | Interaction Design & Prototyping | End-to-End Product Design

• Growth UX (Onboarding, Activation, Retention)

• Data-Informed UX Decisions | Design Systems & Scalable UI | WCAG Accessibility & Inclusive Design

• Human Computer Interaction (HCI) | AI in UX Design

• Learning Experience Design | Multimedia Design | Web Design and Development

• Cross-Functional Collaboration | Agile & Lean Product Development | Stakeholder & Client Engagement | Visual Storytelling for Impact | Deadline-Driven Execution | Effective Communication

TOOLS & TECHNOLOGIES

Figma | Adobe Creative Cloud | HTML | CSS | JavaScript | WebFlow | WordPress | Camtasia | Jira | GitHub | WCAG 2.x | Firebase Studio | Open AI | Canva | Notion | Lovable | Renderforest

PROFESSIONAL EXPERIENCE

Digital Product and Learning Designer (AI & SaaS Platforms)

Independent Consultant | Remote | 2022 – Present

- **End-to-End Lifecycle Ownership:** Manages the full design lifecycle from discovery through MVP delivery, focusing on features that prioritise user activation.Partners closely with clients to define problems and prioritise features.

- **AI-Native Implementation:** Architected an AI-powered Learning Management System (LMS) featuring integrated career coaching and gamification.

- **Comprehensive Adoption & Growth UX Strategies:** integrating AI-native onboarding, interactive guidance, and multimedia learning materials to reduce time-to-value for complex systems while ensuring full WCAG accessibility compliance.

Key Impacts:

- Designed an AI-powered LMS with integrated career coaching and gamification, increasing course completion from **12% to 28%** and improving overall user retention by **32%**.
- Delivered product strategy and UX architecture that helped early-stage products move from concept to scalable MVP.

UX Software Engineer

Infor | Hybrid | 2017 – 2022

- **Multi-Platform SaaS Design:** Designed and shipped core features for a B2B Testing-as-a-Service platform across cloud, desktop, and mobile environments. Collaborated with PMs, engineers, and QA teams in Agile environments.

- **Systems Thinking:** Contributed to the SOHO design system, ensuring scalability and supporting front-end implementation through technical collaboration.

- **Adoption & Growth UX Strategies:** Drove platform adoption by developing scalable onboarding frameworks and visual learning materials that simplified complex B2B workflows, resulting in a 42% engagement growth and improved user activation metrics.

Key Results:

- Increased user satisfaction from **24% to 37%** through workflow redesign and usability improvements.
- Boosted product engagement by **42%** by redesigning onboarding journeys and improving in-product learning experiences.

Senior Digital Designer

Multiple Companies | Sri Lanka, New Zealand, USA | 2008 – 2017

- **Global Brand Impact:** Delivered UX and UI design for Fortune 500 companies, startups, NGOs, and government organisations.
- **Digital Experiences for Diverse and Multi-Platform**: Designed digital experiences for multi-platforms, significant user bases and diverse accessibility requirements.

Notable Project:

Redesigned a government-funded settlement platform supporting **45,000+** new migrants annually in New Zealand, improving usability and accessibility for multicultural users.

KEY ACHIEVEMENTS

- **SaaS User Satisfaction Improvement:** 37% increased in SaaS user satisfaction through UX strategy and workflow optimisation.
- **User Engagement Enhancement:** 42% engagement growth via onboarding and in-product experience improvements
- **User Activation Streamline:** Improved activation and completion metrics from 12% to 28% on AI-enabled platforms
- **Excellence in Design:** Top 5% Uxcel Scholar (2025) | Best Graphic Designer – RRD, USA (2013)

EDUCATION

Master of Information Technology – *University of Colombo, Sri Lanka*

Master's education with interdisciplinary training in software engineering, UI UX, AR/VR, web development, and advanced multimedia production.

Bachelor of Multimedia & Business Marketing – *Swinburne University of Technology, Australia*

Bachelor's degree integrating UI/UX-focused multimedia design, digital product thinking, branding, and business marketing fundamentals.

TRAINING/ COURSES

Certified UX Design Professional – *Google*

UXCEL Certification – AI in UX Design, Accessibility, UX Research, Design Leadership