

RISHNI PERERA

Product Experience & Adoption Strategist / Digital Experience Strategist

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LinkedIn: [linkedin.com/in/rishniperera](https://www.linkedin.com/in/rishniperera) | Colombo, Sri Lanka | Onsite / Remote / Hybrid

Product Experience & Adoption Strategist / Digital Experience Strategist with over a decade of experience helping digital products improve onboarding, activation, and long-term engagement. Combines UX, Learning Experience Design (LXD), and growth thinking to design intuitive, scalable product experiences that drive adoption and measurable outcomes. Experienced across B2B SaaS, AI-enabled platforms, and accessibility-focused products, with a strong focus on simplifying complex systems and guiding users toward meaningful product use.

CORE CAPABILITIES

- Product Experience & Adoption Strategy
- End-to-End Product Design & UX Strategy
- Learning Experience Design (LXD) for Adoption
- In-Product Guidance, Interaction & Support Systems
- Data-Informed & AI-Enabled Experience Optimisation
- Accessible, Collaborative & Scalable Product Delivery

PROFESSIONAL EXPERIENCE

Product Experience & Adoption Strategist / Digital Experience Strategist (UX+LX+Onboarding+Growth)

Independent Consultant | Remote | 2026 – Present

- Lead product adoption and experience strategy across onboarding, activation, and retention, focusing on improving how users understand and engage with digital products
- Conduct structured UX and adoption audits to identify friction points, user drop-offs, and opportunities for improvement
- Design learning-driven onboarding systems and in-product guidance that support faster user understanding and confidence
- Work closely with product, design, and business stakeholders to align user experience with growth and product goals

Digital Product and Learning Designer

Self Employee | Remote | 2022 – 2026

- Designed an AI-powered LMS platform with a strong focus on guided learning and user onboarding experiences
- Developed structured learning journeys and in-product educational content to support user progression
- Applied Learning Experience Design (LXD) principles to simplify complex concepts and improve usability
- Delivered UX/UI solutions for web and mobile products with a focus on usability, clarity, and engagement

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

- Designed UX for an enterprise-level B2B Testing-as-a-Service (TaaS) platform across web, mobile, and cloud
- Created user flows, prototypes, and interaction designs aligned with user needs and product goals
- Contributed to the SOHO design system and ensured accessibility compliance
- Integrated onboarding enhancements and visual learning systems within product flows
- Collaborated with product managers, engineers, and QA teams in Agile environments

Key Achievements:

- 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
- Reduced workflow friction across enterprise user journeys

Senior Digital Designer

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

- Delivered UX/UI design for Fortune 500 companies, startups, NGOs, and public-sector platforms
- Designed multi-platform digital experiences with a focus on usability and accessibility
- Supported large-scale projects with diverse and global user bases

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 PROJECTS

- **Embrace Different – Awareness & Support Platform**

Built an inclusive digital product ecosystem using UX and learning design to create emotionally engaging, habit-forming experiences, establishing a strong foundation for future adoption and growth.

- **AI-Powered LMS – TestTactix**

Designed an end-to-end, career-focused learning platform integrating UX and LXD to transform passive content into guided experiences, increasing course completion from **12% to 28%** and improving retention by **32%**.

- **Infor ERP – TaaS Platform**

Redesigned complex enterprise testing workflows into scalable UX and in-product learning experiences, boosting user satisfaction by **37%** and increasing engagement by **42%**, driving stronger product adoption.

EDUCATION

Master of Information Technology

University of Colombo, Sri Lanka

Bachelor of Multimedia & Business Marketing

Swinburne University of Technology, Australia

CERTIFICATION & TRAININGS

Google UX Design Professional Certification

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

TOOLS & METHODS

- User Research | Journey map | Prototyping | Usability & A/B Testing | Micro Learning | Retention & Engagement Matrices
- Figma | HotJar | Google Analytics | Miro | Notion | Github | Jira | Google AI Studio | Open AI | Synthesia
- Adobe Creative Cloud | HTML, CSS, JS | Canva | Renderforest | Camtasia | WordPress | WebFlow