

RISHNI PERERA

Product Experience & Adoption Strategist

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LinkedIn: linkedin.com/in/rishniperera | Colombo, Sri Lanka | Onsite / Remote / Hybrid

Product Experience & Adoption Strategist with over a decade of experience evolving from digital design and UX engineering into product experience, onboarding, adoption, and growth-focused strategy. Experienced in helping users understand, experience, adopt, and succeed with digital products by combining UX, Learning Experience Design (LXD), user enablement, and product thinking. Proven track record of improving onboarding, engagement, retention, and user satisfaction across enterprise SaaS, AI-enabled platforms, learning technologies, and accessibility-focused products. Skilled at bridging user needs, product behaviour, and business goals to create scalable digital experiences that drive adoption and long-term growth.

CORE CAPABILITIES

- Product Experience & Adoption Strategy
- Onboarding, Activation & Product-Led Growth
- UX Strategy, Research & Experience Optimisation
- Learning, Guidance & AI-Enabled Experiences
- Scalable & Accessible Product Delivery
- Cross-Functional Product Collaboration

PROFESSIONAL EXPERIENCE

Product Experience, Adoption & Growth (Evolving Role)

Independent Consultant | Remote | 2022 – Present

Progressively evolved from **Digital Product Experience Design** into **Product Experience & Adoption Strategy**, helping users understand, adopt, and succeed with digital products & services while improving experience, engagement, retention, and growth.

- Lead product experience and adoption initiatives across onboarding, activation, engagement, and retention journeys
- Conduct UX and product adoption audits to identify friction, user drop-offs, and opportunities to improve product understanding and time-to-value
- Design onboarding frameworks, in-product guidance, and user enablement systems that accelerate adoption and user success
- Partner with product, design, and business stakeholders to align user experience decisions with product goals and growth objectives

- Apply behavioural, learning, and experience design principles to improve long-term engagement and product usage

Key Impacts:

- Designed an AI-powered LMS with integrated career coaching and gamification, increasing course completion from **12% to 28%** and improving retention by **32%**
- Improved engagement through structured onboarding, guided learning, and user enablement experiences
- Supported the evolution of early-stage products from concept to scalable MVPs

UX Software Engineer

Infor | Hybrid | 2017 – 2022

- Designed enterprise UX solutions for B2B Testing-as-a-Service (TaaS) products across web, mobile, and cloud environments
- Created user flows, prototypes, and interaction models that improved workflow efficiency and product usability
- Contributed to the SOHO Design System and accessibility initiatives across enterprise platforms
- Integrated onboarding enhancements and in-product learning experiences that improved product understanding and adoption
- Collaborated with product managers, engineers, and QA teams to optimise complex enterprise user journeys

Key Achievements:

- Increased user satisfaction from **24% to 37%** through workflow redesign and usability improvements
- Improved engagement by **42%** through onboarding optimisation and in-product learning experiences
- Reduced friction across enterprise workflows, improving user efficiency and product adoption

Senior Digital Designer

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

- Delivered UX/UI and digital experience solutions for Fortune 500 companies, startups, NGOs, and public-sector organisations
- Designed multi-platform experiences with a focus on usability, accessibility, and user-centred design
- Worked with diverse global audiences, developing solutions for multicultural and large-scale user communities
- Established a strong foundation in understanding user needs, digital behaviour, and accessible experience design

Notable Project:

Redesigned a government-funded settlement platform supporting **45,000+** migrants annually in New Zealand, improving usability, accessibility, and overall user experience for multicultural audiences

KEY PROJECTS

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

Built an inclusive digital product ecosystem that combines user experience, learning, and community engagement principles to support awareness, participation, and long-term user engagement.

- **AI-Powered LMS – TestTactix**

Designed an end-to-end, career-focused learning platform integrating UX, onboarding, and learning experience design to improve adoption, completion, and retention outcomes.

- **Infor ERP – TaaS Platform**

Rebuilt complex enterprise testing workflows into scalable UX and in-product learning experiences with Improved enterprise user experiences through onboarding, workflow optimisation, and in-product learning guide that increased engagement, satisfaction, and 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

- **Product Experience & Adoption:** Product Experience Audits | User Journey Analysis | Onboarding Optimisation | User Adoption & Engagement | Activation & Retention Strategy | User Behaviour Analysis | Customer Experience Optimisation | Product-Led Growth (PLG) Thinking
- **Research, Analytics & Insights:** Google Analytics (GA4) | Hotjar | User Research | Survey Platforms | Product Usage Analytics | Usability Testing | A/B Testing
- **Product & Collaboration:** Figma | Miro | Jira | Confluence | Notion | GitHub
- **Design, Learning & Development:** Learning Experience Design (LXD) | Design Systems | Accessibility (WCAG) | HTML | CSS | JavaScript | Adobe Creative Cloud | Canva | WordPress | WebFlow | Camtasia | Synthesia | Renderforest
- **AI Tools & Methods:** Lovable | Claude | Google AI studio | ChatGPT | Gemini | Prompt Engineering | Rapid Prototyping | Agile Development | Vibe coding | AI-Driven UX Mapping & Adoption frameworks