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Senior UI UX Designer / Lead UI UX Designer

Objective: Seasoned UI/UX Designer with over 10 years of experience in crafting intuitive, user-centered digital experiences across web and mobile platforms. Adept at leading cross-functional design teams, driving design strategy, and delivering innovative solutions that align with business goals and enhance user engagement. Seeking a senior or lead UI/UX role to spearhead end-to-end design initiatives, establish scalable design systems, and foster design excellence in a collaborative, innovation-driven environment.

- UX Strategy & Research:** Define user-centered design strategies through stakeholder interviews, competitor analysis, and usability testing. Translate business goals into intuitive user journeys and data-driven design decisions.
- Interaction & Visual Design:** Design high-fidelity wireframes, UI mockups, and interactive prototypes using tools like Figma, Adobe XD, and Sketch. Ensure visual consistency, accessibility, and responsive behavior across platforms and devices.
- Design System & Brand Consistency:** Establish and maintain scalable design systems and UI component libraries to streamline development. Uphold brand identity by standardizing design patterns, typography, and visual hierarchy.
- Team Collaboration & Design Leadership:** Partner with cross-functional teams—including designers, developers, and product managers—during agile sprints and design reviews. Lead design initiatives by establishing the design system, standardizing team workflows, and aligning UI/UX decisions across the team. Mentor peers by offering feedback, sharing best practices, and fostering a collaborative design culture.
- Prototyping & Usability Testing:** Create and test interactive prototypes to validate design hypotheses and improve user satisfaction. Gather and interpret feedback from usability sessions to refine design iterations.
- Front-End Collaboration & Handoff:** Collaborate closely with front-end developers to ensure accurate implementation of design specifications. Utilize tools like Figma Dev Mode to streamline handoff and reduce development time

CORE COMPETENCIES		
User-Centered Design	Usability Testing	Accessibility Compliance (WCAG)
Design Systems	Responsive UI Design	Cross-Functional Collaboration
Interaction Design	Visual Hierarchy	Figma / Adobe XD / Sketch
Wireframing & Prototyping	Information Architecture	Agile & Sprint-Based Design

WORK EXPERIENCE

Jan 2024 – Present: IFS R&D International (Pvt) Ltd, Colombo, Sri Lanka as Senior UI/UX Designer

Accomplishments:

- Spearheaded the development of a centralized design system for the IFS Assyst platform, significantly reducing design redundancy and enhancing cross-module UI consistency.
- Minimized UI handoff time by 40% by introducing Figma Dev Mode and comprehensive design documentation, streamlining collaboration between design and development teams.
- Partnered with cross-functional teams to optimize interface responsiveness across devices, incorporating features like floating action toolbars to boost accessibility and efficiency on mobile.
- Directed the UX revamp of core ITSM functionalities—such as Attachment Manager, Favorites, and Dashboards—leading to improved mobile usability and faster task execution.

Job Profile:

- Redesign outdated IFS Assyst ESM modules by gathering user and stakeholder requirements, crafting optimized user journeys, and ensuring compliance with UK AA usability standards and 400% zoom accessibility.
- Apply UX strategies such as persona creation, user journey mapping, and current state analysis to uncover pain points, then translate insights into interactive Figma prototypes for cross-functional review.
- Test prototypes with real users to gather feedback, empathize with their experiences, and refine user journeys to ensure intuitive and effective interactions.

- Lead the UX design of complex ITSM modules by aligning user needs with enterprise workflows, focusing on intuitive interaction, task efficiency, and responsive behavior across platforms.
- Collaborate in agile sprints with cross-functional teams—including project managers, developers, and QA engineers—to deliver user-centric solutions that align with business goals.
- Maintain design consistency by evolving the internal UI component library, documenting updates, and supporting efficient collaboration through shared style guides and design standards.

Jan 2022 – Dec 2024: Firehouse Technologies, Colombo, Sri Lanka as [Senior UI/UX Designer & Researcher](#)

Accomplishments:

- Initiated and maintained Firehouse's first centralized design system, enhancing cross-team visual consistency and cutting redundant design work by 50% across product and marketing.
- Boosted website conversion rates by an average of 20% through UX-focused redesigns featuring streamlined navigation, impactful CTAs, and user-friendly layouts tailored to client needs.
- Elevated email marketing engagement by introducing animated templates, leading to increased interactivity, improved campaign performance, and favorable client feedback.
- Delivered user-tested design solutions by collaborating with Business Analysts and clients through interactive prototyping sessions, accelerating approval cycles and ensuring high client satisfaction.

Job Profile:

- Spearheaded the creation of scalable visual concepts and a centralized design system for a marketing web application, which enhanced brand consistency and reduced overall design time by 50%.
- Translated user stories into effective, user-centered journeys by identifying pain points and designing intuitive experiences; regularly presented solutions to stakeholders for feedback and alignment.
- Collaborated with Business Analysts to gather requirements and conducted thorough client research to deliver tailored designs, including interactive prototypes and wireframes using Figma.
- Conducted usability testing with clients to validate design decisions, earning positive feedback for elevated visual assets such as email templates and campaign materials.
- Contributed actively within Agile frameworks by participating in all ceremonies, ensuring seamless collaboration with cross-functional teams and timely delivery of design assets.
- Developed a wide range of brand-aligned graphic assets—including logos, animations, and marketing collateral—to support digital campaigns and enhance visual communication.

Jan 2018 – Jan 2022: CICRA Holdings, Colombo, Sri Lanka as [UI Designer/Developer](#)

Accomplishments:

- Transitioned from Graphic Design to UI/UX by self-learning and applying user-centered design principles, creating intuitive and visually consistent interfaces that balanced brand identity with accessibility standards.
- Revamped multiple company websites by enhancing layout structure, visual hierarchy, and accessibility, which led to a 50% boost in user engagement and conversion rates.
- Standardized digital branding across all CICRA subsidiaries by developing and implementing cohesive brand guidelines, enhancing credibility and visual uniformity.
- Contributed to the design and front-end development of a government Tea Board application, ensuring functional and aesthetic alignment for diverse user groups.

Job Profile:

- Revamped websites across multiple CICRA Holdings companies, enhancing usability and visual design while enforcing brand consistency—resulting in a 50% increase in user engagement and reduced bounce rates.
- Designed high-fidelity UI mockups and interactive prototypes using Adobe XD and InVision, and translated them into responsive web interfaces using Bootstrap, HTML, jQuery, WordPress, and Joomla.
- Delivered monthly presentations to executives, including CEOs and stakeholders, showcasing progress and incorporating their feedback into iterative design improvements.
- Played a key role in the UI/UX design and front-end development of a government Tea Board application, ensuring compliance with usability, accessibility, and performance standards.
- Oversaw website performance optimization and implemented regular updates, ensuring seamless user experiences and alignment with evolving business needs.
- Maintained digital security and consistency across all CICRA platforms by adhering to best practices in design, development, and CMS management.

Feb 2014 – Feb 2017: CN Global Pty Ltd, Colombo, India as [Web / Graphic Designer](#)

Job Profile:

- Designed visually compelling website layouts using Illustrator and Photoshop, and developed fully responsive sites using HTML, CSS, jQuery, and platforms like Bootstrap, Joomla, WordPress, and Magento.

- Produced a wide range of marketing and branding assets—including brochures, advertisements, business cards, and logos—ensuring consistency with brand identity across digital and print media.
- Created interactive and engaging presentations using Microsoft PowerPoint and Adobe After Effects, enhancing communication impact for both client-facing and internal use.
- Collaborated with developers using SVN and ASP.NET tools to ensure seamless UI integration and functionality alignment with backend systems.
- Applied expertise in Microsoft Office applications to support project documentation, cross-functional collaboration, and efficient communication across teams.
- Delivered responsive, client-focused websites tailored to business goals, leading to increased client satisfaction and repeat engagement for future projects.

EDUCATION

- Higher Diploma in Computer Science (Web Development), Infotec International Asia Campus, 2012

TRAINING AND CERTIFICATIONS

- Certificate Tier 1 User Experience Designer, Bootcamp, 2024
- Art of UI Design with Figma, Bootcamp, 2024
- Foundations of User Experience (UX) Design, Google, 2022

TECHNICAL SKILLS

- Design & Creative Tools: Figma, Adobe XD, Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Sketch, FigJam, Miro
- Design Systems: Building and maintaining scalable UI kits, components, and design tokens
- Front-end Basics: HTML, CSS (for design accuracy and developer handoff validation)
- Version Control & Collaboration: Jira, Azure DevOps
- Research & Testing Tools: Chat GPT, Whimsical
- Accessibility Standards: WCAG 2.1, color contrast validation tools
- Platforms Designed For: Web, Mobile (iOS/Android), Responsive Design

PERSONAL DETAILS

- Date of Birth: 16 Oct 1989
- Nationality: Sri Lankan
- Languages Known: Sinhala, English
- Passport Details: N9540582 valid till May 2032
- Address: 231/C Horagolla Road, Ganemulla, Sri Lanka

PROJECTS

Project: Revamping IFS Assyst, Jan 2024 – Present

Description: IFS Assyst is comprehensive IT Service Management (ITSM) software that enables organizations to manage and automate IT operations such as incident, change, and asset management. The platform, which is around 15 years old.

Role: Senior UI/UX Designer

Responsibilities

- Maintained visual and functional consistency by enforcing design standards across modules, ensuring a unified UI experience throughout the IFS Assyst platform.
- Authored comprehensive documentation for UI components, detailing usage guidelines, states, and behaviors to support efficient collaboration between design and development teams.
- Applied key UX methodologies including journey mapping, task flows, and heuristic evaluations to identify user pain points and enhance overall platform usability.
- Managed and scaled the design system, overseeing its evolution to accelerate design output, reduce redundancy, and streamline the developer handoff process.

Project: Mortar AI Marketing Platform, Jan 2022 – Dec 2024

Description: Mortar AI is an Australian-based Customer Data Platform (CDP) and marketing automation solution designed to help agencies and businesses unify, analyze, and activate their first-party customer data. It offers a centralized dashboard that consolidates fragmented data from various sources, enabling real-time insights and smarter marketing decisions.

Role: Senior UI/UX Designer & Researcher

Responsibilities

- Designed and maintained a design system for their AI marketing platform to ensure consistency and efficiency. Built user-centered interfaces using Figma, improving usability and aligning with business goals.
- Collaborated with BAs and stakeholders, turning requirements into effective web and mobile experiences.

Project: LED Craft inventory and proposal management system

Description: A specialized web application designed for LED billboard manufacturing companies to manage their product inventory, client proposals, and pricing workflows. The system enables users to track billboard parts, manage stock levels, and generate customized proposals with dynamic pricing and configuration options. It streamlines operations by integrating inventory management, client communication, and sales documentation into a single, easy-to-use platform—helping teams improve efficiency, accuracy, and response time.

Role: UI UX Designer and Frontend Dev

Responsibilities

- Designed user-friendly interfaces and wireframes tailored to the workflow needs of inventory tracking and proposal generation.
- Presented design concepts and interactive mockups to stakeholders, gathering feedback and aligning the UI with business requirements.
- Built responsive web pages using HTML, CSS, and JavaScript, ensuring smooth interaction and compatibility across devices.
- Translated complex inventory and proposal logic into intuitive UI elements, enhancing usability and reducing manual effort for end-users.