

Anuja Wijethunga

Experienced UI/UX Designer with 8+ years of creating intuitive, user-centric, and impactful digital products.

EXPERIENCES

AI Singapore (Under National University of Singapore) • UI/UX Designer

04/2023 - Present

- Designed an AI-powered speaking application for primary school students and collaborated with the team on the design of the International Olympiad in AI competition platform.
- Conducted in-depth user research to identify key user groups and developed detailed user journeys, personas, and flows, ensuring designs were aligned with real user needs.
- Created low-fidelity prototypes and iterated to high-fidelity designs, collaborating closely with product managers to incorporate feedback and refine user experience.
- Utilised user behaviour analytics (Hotjar, Google Analytics) to track engagement, identify user pain points, and make data-backed design decisions to improve usability.
- Developed web applications using HTML5, SASS, and React.js translating design concepts into fully functional code.

Capbridge Pte. Ltd, Singapore • UI/UX Designer

11/2022 - 03/2020

- Led the UX revamp of a digital investment platform (web & mobile) by aligning business goals with user needs, crafting intuitive flows and cleaner interfaces.
- Redesigned responsive CMS websites by identifying usability issues and user pain points, accessibility, and overall user experience.
- Collaborated with developers to ensure the final product met user needs and aligned with the original design specifications.
- Created a scalable design system with UI components, wireframes, and interactive prototypes to maintain consistency across platforms.

ST Engineering, Singapore • UI/UX Designer

03/2019 - 03/2020

- Worked on the redesign of a complex traffic management app by conducting user research, analysing pain points, and creating a more efficient and user-friendly interface that enhanced overall experience.
- Designed and implemented two distinct visual themes, improving accessibility and appeal while ensuring consistency in functionality across the platform.
- Created a user-friendly CCTV dashboard for real-time traffic monitoring and faster incident response.
- Streamlined complex workflows to reduce friction and enhance overall user experience.

Stationery World Pte. Ltd, Singapore • UI Designer

11/2017 - 03/2019

- Revamped an e-commerce website for stationery by analyzing UI/UX pain points and aligning design with business requirements, enhancing usability and boosting conversion rates.

MubasherTrade, Sri Lanka • UI Engineer

05/2015 - 09/2017

- Designed and developed UI for both web and mobile trading applications, translating new requirements into intuitive, user-friendly interfaces to enhance functionality and user experience.

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 anuja-wijethunga

 Jurong West, Singapore

SKILLS

- User Experience Design
- User Interface Design
- Design Systems
- User Research
- Prototyping/Wireframing
- Mobile App Design
- HTML5, CSS3 & Javascript
- React JS (Intermediate)
- WordPress CMS
- Prompt Engineering
- AI Prototyping
- Loop Engineering

TOOLS

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Hotjar
- Google Analytics
- Claude, ChatGPT & Gemini

EDUCATION

BSc(Hons). in Computer Science, University College Dublin - Ireland
08/2014 - 08/2016

Higher Diploma in Computer Based Information Systems, National Institute of Business Management (NIBM) – Sri Lanka
08/2013 - 08/2014