

Vimukthi Liyanage (Vimu)

UI UX Designer

I am a former entrepreneur, who is currently working as a UX Design Consultant for GovTech Singapore. During my 10 years of experience, I have achieved global awards and helped digital companies build or improve their digital experience and manage design teams. Here are some key highlights about my profile.

- 10 Years' Experience in few startups & corporate companies as a Developer, UI UX Designer and founder
- Winner of multiple Global competitions including Google Business Group Success Stories (Global Winner 2014) & IBM Glovator
- Experience in Television, eCommerce, Government services, Gaming, AR/ VR, Digital Media and Finance industries
- Hands on experience using multiple design tools such as Sketch, Figma, Adobe XD, Framer and many more
- Experience in rapid growing startups with external investors
- Speaker at multiple UI/UX forums, meetups in Sri Lanka
- Mentor, Judge at multiple Design and Startup Forums

EXPERIENCE

NCS Pte Ltd (GovTech Singapore) — UX Design Consultant

Singapore

NOVEMBER 2019 - PRESENT

- Redesigned Singapore Government's (GovTech) central core infrastructure management & IT Service Management portals (ServiceNow Service Portals) to improve end-to-end user experience and accessibility.
- Led UX Design Team, Visual Design, Interaction Design, User Research and Testing, Prototyping & Wireframing of Enterprise Service Management Portal
- Reduced average task completion time by 40% using the portal

Privé Technologies — UX Designer

Singapore / Remote

AUGUST 2019 - NOVEMBER 2019

- Aligned the UX design team with the Design System to improve the overall efficiency of product design/development lifecycle, Managed Design System

+65 9246 7187

vimukthiliyanage@gmail.com

<https://vimukthiliyanage.com>

AWARDS

Global Winner (1st) - Google

Success Stories 2015 - San Francisco, USA

Global Finalist (Top 5) - IBM

Glovators Mobile World Congress - 4YFN 2015 - Barcelona, Spain

Global Finalist - AngelHack

Hackcelerator & Global Demo Day 2018 - San Francisco, USA

Finalist (Top 7) - SeedStars

World Sri Lankan Tech Startups 2017 - Colombo, Sri Lanka

Winner - AngelHack Global

Demo Day Silicon Valley 2016 - San Francisco, USA

Winner - World Summit Awards

(WSA) - Sri Lanka in Media & Communication Sector 2016 - Colombo, Sri Lanka

Runner up - mBillionth Awards

2015 - New Delhi, India

SKILLS

- Product Design
- UI UX Design
- User Research
- Usability Testing
- Prototyping & Wireframing

- Interaction Design and Visual Design on Prive Mobile Wealth Management App

Mogo Solutions Pvt Ltd — Product Designer & CEO

DECEMBER 2014 - MAY 2019

- Co-Founded & guided Mogo Solutions to achieve many success stories and multiple global awards from Google, IBM, Seedstars
- Introduce design-oriented software & mobile development approach to increase the quality and efficiency of the process
- Served more than 200 clients with 60% yearly increase in sales
- Managed UI UX Design Team, Product Design, Visual Design, User Experience Design, Problem Solving and Innovation

Derana Macroentertainment — Web Admin & Designer

OCTOBER 2010 - DECEMBER 2014

- Maintained the appearance of multiple Sri Lanka's most popular websites by enforcing content and design standards.
- Helped the company to increase it's sales revenue by 250%
- Conducted digital & social media campaigns to help capture 5+ million fans for the company's network

EDUCATION

Universidad Católica San Antonio de Murcia, Spain — MBA in Information Technology

2020 - 2021

- Information Technology Strategy & Management, Information security Management, Strategic Change Management, Strategic Management and Leadership Operations Management, International Human Resource Management

University of Northampton, UK — PGCert in Business Administration

2017 - 2018

- Competitive Strategy and Innovation, Managing Operations and Supply Chain, Financial Decision Making, Managing, and Organizational Behavior, International Business Negotiations, Strategic Marketing

Cambridge International Qualifications (CIQ), UK — Postgraduate Diploma in Information Technology

2020

- Specialized in Information Technology

- Game Design
- Design Thinking
- Problem Solving & Innovation
- Interactive Design
- Agile Management

TOOLS

- Figma
- Sketch
- Zaplin
- Maze
- Adobe XD
- Adobe Aero
- Adobe Suite
- Principle
- Marvel
- inVision
- Framer X

PROGRAMMING TOOLS

- HTML / CSS
- JavaScript
- Flutter (Basics)

PORTFOLIO

[Behance](#), [Dribbble](#)
<https://vimukthiliyanage.com>

PROJECTS

GovTech Singapore

*Singapore Government
Central Core Infrastructure
System*

Redesigned the IT Service Management Platform

PlanMash

*Tinder-style wedding
planning tool*

Used tinder-style navigation method to gamify wedding vendor matchmaking process

University of Virginia — *Design Thinking for Innovation*

Coursera Online Course - GXXPJYWVE5S8 - 2018

- Design Thinking, Innovation Management, Strategic Thinking

Johns Hopkins University — *Web Development*

Coursera Online Course - 5EF6KGY69DF5 - 2019

- HTML, CSS Frameworks, Java Script

Amazon Web Services (AWS) — *Solutions Architect - Associate*

AWS - 2020 July

- Comprehensive understanding of AWS services and technologies

Sri Lanka Institute of Information Technology — *BSc in Interactive Multimedia*

2011 (University Dropout)

- Dropped out from the university as I had to focus on my own company.

YouTube & Udemy — *UI UX Design, Innovation & Design Thinking*

2009 - Present for countless hours from various resources

VOLUNTEER

Lanka Software Foundation — *UI UX Designer*

MAY 2019 - AUG 2019

- Implemented a design system for official government election portal of Sri Lanka while I was waiting to get my Singapore visa

AngelHack — *Global Hackathon Series Mentor*

JULY 2018 - SEPTEMBER 2018

- As a global winning team member in 2016, I was involved with the 2018 edition in Sri Lanka as a Mentor.

Startup Weekend — *Organizer*

MARCH 2018 - MARCH 2019

- Startup Weekend is an event, during which groups of developers, business managers, startup enthusiasts, marketing gurus, graphic artists and more pitch ideas for new startup companies

HypeHash

Marketplace for trending hashtags

Used the power of hashtags to increase sale for trending merchandise

Mogo Super

Mobile eCommerce Platform

Improved user flow and experience resulting increased revenue

Frimi

Smart Wallet App for Nations Trust Bank

Redesigned the app to improve end to end user experience

AdaDerana.lk

Sri Lanka's No1 News Portal

Redesigned the website to improve user experience without reducing no. of advertisements displayed

Mogo Reader

Personalized News App

Managed to increase the user engagement and time on article

Kaawo

Collaborative Storytelling App

Used special gamification techniques to combine collaboration and storytelling

Siplo – eLearning Portal

eLearning Portal

Improved UI UX Design of Siplo eLearning platform to increase the user engagement and revenue