



Sasindu Wickramarathna

Product & UX Designer

 [Portfolio](#)

 sasindulackshan@gmail.com

 +94770548059

 [LinkedIn](#)

 [Behance](#)

EXPERIENCE

Product & UX Designer, [Atmoz AB](#) (Sweden)

Aug 2024–Present (1 yr)

- Led end-to-end redesign of the **Restore carbon-credit platform**, evolving it from a simple storefront into a scalable portal for carbon-reduction projects
- Partnered with the Head of Carbon Credits to re-architect the buying flow, contributing to a **76–78% increase in annual revenue** through improved UX and streamlined purchasing
- Contributed to the redesign of the platform, improving overall usability and user experience.
- Drove usability gains via **iterative prototyping, heuristic reviews**, and user feedback, improving overall task success and clarity
- Assisted in **creating a design system** (derived from MUI, integrated with Storybook), reducing white-labeling effort by **82%** and enabling designers to maintain components without developer overhead.
- Delivered enterprise-grade performance: GTmetrix 100% speed scores, SEO-driven information architecture, and a scalable WordPress implementation

UX Designer, [Rootcode](#) (Sri Lanka)

Dec 2023 - Sep 2024 (10 mos)

- Shipped end-to-end portal designs across **AgriTech, MedTech, Automotive, HRM, and Analytics** for EU and Canadian clients, adapting to diverse regulatory and cultural requirements
- Planned and ran **structured user interviews**, analyzed task efficiency and interaction data to produce actionable usability findings
- Co-created the **Roots design system** (components, tokens, patterns), streamlining setup workflows and enabling **20+ projects** to be delivered efficiently

Associate UX Designer, [Rootcode](#) (Sri Lanka)

Aug 2022 - Dec 2023 (1 yr 5 mos)

- Designed multiple high-performance websites for an **esports tech** company, delivering responsive layouts and optimized user journeys
- Represented Rootcode Studio in **university design outreach programs**
- Designed the **Rootcode Tech Triathlon** and **Rootcode Connect** sites, focusing on accessibility, responsiveness, and engaging visual systems
- Built an **interactive onboarding program** in Figma to clarify role expectations and speed up new-hire ramp-up

Intern UX Designer, [Rootcode](#) (Sri Lanka)

Sep 2021 - Aug 2022 (1 yr)

- Designed and launched the **Rootcode Studio website** plus multiple business and cosmetic **e-commerce sites using WordPress** (responsive, SEO-friendly, performance-optimized)
- Created a comprehensive **Brand Guideline** for Rootcode Studio (typography, color, visual identity) to ensure cross-platform consistency

EDUCATION & CERTIFICATIONS

Aha! Product Management Professional Certificate	Reading
Google UX Design Certificate View certificate	June 2022 - November 2022
National Institute of Business Management	2019 - 2021
<ul style="list-style-type: none">• Diploma in Computer System Design• Higher Diploma in Software Engineering	
ESOFT Metro Campus	2019
<ul style="list-style-type: none">• Diploma in Information Technology• Diploma in English	

NOTABLE ACHIEVEMENTS

<ul style="list-style-type: none">• Revenue Growth at Atmoz Restore — Redesigned and relaunched the Restore carbon credit platform, contributing to a 76–78% increase in annual revenue through UX-driven improvements and streamlined purchase flows. (https://www.atmozrestore.earth/)• As a core member of Rootcode Studio, supported brand and design education initiatives that reached more than 33,000 people through product design workshops specializing in UX and social media engagement. (https://lk.linkedin.com/showcase/rootcodestudio/)• Core contributor in publishing Rootcode Studio's design resources on the Figma Community, developing component libraries and workshop templates that served as valuable tools for designers and enthusiasts. (https://www.figma.com/@rootcode)• Participated as part of the organizing team for Sri Lanka's first Tech Triathlon, a hackathon combining Engineering, AI, and UX design. The event brought together 1,000+ participants across 195 teams, encouraging cross-disciplinary problem-solving and innovation. (https://www.linkedin.com/showcase/tech-triathlon/)

SKILLS

UX Design	UX Research	UX Strategy	Process Design	Product Design
Scaling Design System	Project Ownership	WordPress Development	Responsive Web Design	
Website Performance Optimization	Stakeholder Management	Collaboration & Teamwork		

REFERENCES

<u>Mrs. Lishni Tilakaratne</u> Product Manager - Atmoz AB lishni.tilakaratne@gmail.com +94 762 480 271	<u>Mrs. Nawoda Jayasinghe</u> Lead UX - IFS nawodajay.work@gmail.com +94 713 389 039
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------