

GEETHANJALEE YAPA

UI/UX Designer

3+ Years Experience in UI/UX Designing • Web • Mobile • Software

Experienced UI/UX designer adept at creating visually captivating digital experiences. Proficient in translating user needs into compelling design solutions, conducting thorough research, and collaborating with cross-functional teams. Skilled in design tools, staying updated with trends, and passionate about innovative user-centered design for enhanced satisfaction.

PROJECT HIGHLIGHTS

ICONN HRM – Human Resource Management System

[View Case Study](#)

Web App and Mobile App – A project of Eimageia Private Limited

ICONN HRM is a division of BPO Connect, the largest business process outsourcing firm in Sri Lanka. It turned its old HRM system into a SAAS solution and now offers both current and potential clients cutting-edge technology, such as biometric device attendance in the palm of their hands.

- Conducted user research to better understand HR procedures and pain points, which led to a 15% reduction in design costs.
- Led the design team and owned the entire end-to-end UX process and deliverables (workflows, wireframes, mockups, prototypes & interactive demos).
- Worked closely with the development team to ensure that the web portal and mobile app design was technically feasible, which significantly cut down on the development time.
- The new system reduced operational complexity for all HR aspects, including onboarding, attendance, leave, payroll, and reports, and increased HR productivity within BPO by 50%.

WorkShiftly – Productivity Monitoring and Time Tracking

[View Case Study](#)

Web App – A project of Eimageia Private Limited

WorkShiftly is a remote workforce monitoring app designed to aid employees in tracking their work tasks and help companies manage their workforce efficiently in the work-from-home (WFH) era. The app offers essential features such as time tracking, productivity monitoring, task management, and insightful reports.

- Analyzed the existing system and identified the UX issues. Followed the UX best practices and designed more user-friendly interfaces.
- Led UI/UX discussions and presented design work to the product team to review.
- Collaborated with product managers and developers to create new features from the ground up.

eGN – Digitalizing Citizens' Data for National Progress

[View Case Study](#)

Mobile App – A project of Eimageia Private Limited

eGN is a comprehensive software application built by the team at Eimageia, for the Sri Lankan Government, to digitalize citizens' data at the Grama Niladhari divisions. Data gathered at the divisional level is integrated and provides access to the Government to make decisions at the national level.

References Available Upon Request



www.geethsgallery.com



On Request



Geethanjalee Yapa



geethux.gessoart@gmail.com



No. 236 A, Kosovita, Gampaha, Sri Lanka

EDUCATION

Bachelor of Information Technology

University of Colombo

2021

SKILLS & TECHNOLOGY

Evaluating User Requirements, Conducting User Research, Creating User Personas, User Journey Mapping, Empathy Map Creation, Competitive Audit Analysis, Storyboarding, Sitemap Creation, Wireframing, UI Prototyping, Ideation, Usability Studies, Creative Designing, Following Grid Systems, Mobile App Designing, Responsive Designing, Accessibility Considerations, Human-Centered Designing, Implementing Colour Palettes, UI Components Creation, Iconography & Typography, Following Design Principles.

Figma, Adobe Xd, InVision, Miro, Adobe Creative Cloud, Illustrator, Photoshop, Balsamiq, HTML, CSS, Laravel, jQuery, PhpStorm, VSCode, WordPress, Elementor, Jira, Asana, Git Version Controlling, CMS.

EXPERIENCE

Senior UI/UX Designer

Finnovs

2023 - Present

UI/UX Designer

Eimageia (Pvt) Ltd

2020 - 2023

Trainee Jewelry Designer

Vogue Jewellers (Pvt) Ltd

2016 - 2018

Jewelry Designer & Sales Consultant

Thrie Malee Gold House

2014 - 2015

FREELANCING

2015 - Present

Fiverr

5 Star Reviews (60) ★★★★★

Managed 60+ projects across multiple countries like United States, Australia, Singapore, Austria, Bahamas, France, Canada, China & Netherlands.