

# Ruwanthi (Ru) Somatilaka

## UX Designer

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## PROFILE SUMMARY

A distinguished **UI/UX Designer and front end developer** with an MSc in User Experience and Interaction Design (**Distinction**), adept in design methodologies and problem-solving. Successfully led numerous projects across diverse platforms, ensuring high user satisfaction. Specialized in applying design principles to create impactful products tailored to user needs. Equipped with analytical skills and great attention to detail for innovative solutions. Proficient in industry standard tools like Figma, Sketch, and Adobe Creative Suite.

## SKILLS

### UIUX Design

- User Research | User Interviews | Usability Testing | Focus Groups | Heuristic Evaluation | Competitor Analysis
- Empathy mapping | Storyboarding | Persona creation | User Flows, Sketches | Information Architecture | User Flows
- Wireframing | Mood Boarding | Visual Design | Prototyping (Low/Hi-Fi) | Interaction Design | Evaluations
- Code for different screen sizes | Performance testing (AB test/Google Analytics/Microsoft Clarity/Hotjar)

### Strategy

- Human Centered Design | Design Thinking | Cross-Functional Collaboration | Stakeholder Management
- Agile Workflows | Workshop Facilitation | Problem-solving | Presentation skills | Interpersonal Communication

### Tools

- Figma | Miro | FigJam | Adobe Photoshop | Adobe Illustrator | Adobe XD | Invision | Canva | Bootstrap | WordPress | Joomla | HTML | JavaScript | CSS | Visual Studio Code

## WORK EXPERIENCE

### UI/UX Designer and Front-end Web Developer - MLT Digital, United Kingdom

**Mar 2024 - Present**

(B2B/ B2B2C background, with 20 employees, has aided numerous law firms in generating online business using Scrum and Agile methodology)

- **Designed and developed 40+ client websites** using UCD and sprint methodologies, with Figma for design and Joomla/WordPress for implementation.
- **Improved website performance by 30%** through user behaviour analysis using Microsoft Clarity and Google Analytics.
- **Led UX enhancements** on MLT's website, aligning SEO, accessibility (WCAG 2.1), and usability (5 Es) for a stronger visual and functional impact.
- **Spearheaded the ReceptIO AI chatbot project**, managing branding, UX/UI, WordPress development, and ongoing optimisation.
- **Collaborated cross-functionally** with developers, marketers, and analysts while proposing CRO strategies that supported client revenue growth.

### Module Tutor in HCI and UI/UX Modules - Glasgow Caledonian University, United Kingdom

**Oct 2023 - Present**

- **Mentored BSc and MSc students** in Computing, Digital Design, and UXID, offering constructive feedback and guidance on the User-Centered Design process.

- **Led the Human-Computer Interaction (HCI) module**, delivering lectures, mentoring junior staff, and adapting teaching strategies for students with accessibility needs.
- **Delivered a practical lecture on Figma best practices**, covering prototyping, wireframing, and usability testing through live demos.
- **Collaborated with BBC UX professionals**—including leads and junior designers—during FigJam feedback sessions to enrich student learning.
- **Demonstrated strong critical thinking and creativity**, helping students improve problem-solving skills and apply design theory to real-world scenarios.

#### **Associate Lead Web Designer/Front-end Developer** - WSO2, Sri Lanka

**Jun 2016 - Sep 2022**

(Leading Global Digital Transformation Technology company developing open-source and SaaS products, with over 1000 employees, B2B/ B2B2C background)

- **Recognised among the top 5% global performers at WSO2 (2021)** based on 360° feedback from 20+ cross-functional collaborators, highlighting strengths in design quality, documentation, and peer support—including speaking at conferences.
- **Provided technical leadership and agile project management** for the WSO2 website, overseeing planning, execution, optimisation, and stakeholder communication.
- **Developed 1,000+ responsive email templates and web pages**, using HTML/CSS and tools like Pardot, Hotjar, and Google Analytics to drive ongoing performance improvements through A/B testing.
- **Improved CTR by 27% and site performance by 30%** through independent user testing, behaviour analysis, and iterative design refinement.
- **Applied UCD principles to lead large-scale projects**, conducting research, defining methods, and managing timelines with minimal supervision.

## **EDUCATION**

#### **M.Sc. User Experience and Interaction Design (Distinction)**

**Sep 2022 - Sep 2023**

Glasgow Caledonian University, Glasgow, United Kingdom

**Key Modules:** Human-Computer Interaction, UX Project, Visual Design and Prototyping, Applied User Psychology, Applied Usability, 3D Production for Virtual Reality

#### **Bachelor of Design (Hons) in Communication Design (2.1 - Second Upper Class)**

**Jun 2010 - Jan 2015**

University of Moratuwa, Sri Lanka

**Scope:** Research and strategic planning to creative implementation in branding, communication, media, and web design

## **CERTIFICATION**

Gen AI for UX Designers

**Jun 2025**

Human-Computer Interaction (HCI) - Interaction Design Foundation

**Feb 2021**

Conducting Usability Testing - Interaction Design Foundation

**Oct 2021**

## **MENTORING**

#### **Design Mentor** - ADPList, Singapore

**Feb 2023 - Present**

Awarded top 1% Mentor in Research for March 2023.

#### **Speaker** - ParDreamin' 2021 conference, United States

**Oct 2021**

Fifty participants attended the online session, which explained why dark mode matters for email marketers and demonstrated how to optimize emails for dark mode. This is based on my two years of experience in email design, user testing, and observing user behavior.