

Akhila Liyanage

Graphic & UX/ UI Designer

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PROFILE

Experienced Graphic and UX/UI Designer based in Canada with over 5 years in the graphic and e-commerce industry. Merges data-driven insights with accessibility to align designs with business goals.

Transitioned from graphic design to UX/UI writing to focus on creating user-centric experiences. Skilled in problem-solving, creativity, and consumer understanding, committed to enhancing user experiences through dedicated application of UX/UI principles.

SKILLS

TOOLS: Figma, Adobe Suite (InDesign, Illustrator, Photoshop), Microsoft Office, 3D Design CLO Material Design Color Tools (Accessibility), Web Content Accessibility Guidelines (WCAG)

ABILITIES: User Interface Design, Usability Testing, Sketching, Wireframing, Prototyping, UX Strategy, Visual Design, Design Architecture, Design thinking, Animation Design, Interaction Design, Responsive Design, User Interview Skills, User Research, Logo Design, Typography, Print Design, Digital Illustrations

WORK EXPERIENCE

Graphic Designer | IC Collection - mercedes benz fashion week

APR 2018 - JULY 2021, COLOMBO, SL

- Developed graphic concepts, logo, artwork, and digital prints for fashion collections using industry-standard software (Photoshop/Illustrator).
- Created technical specifications, prototyping, and CAD design, sourcing varied materials to enhance user-centered product development.
- Designed user-centric collections based on trends, using trend boards to drive innovative and user-friendly designs.
- Translated fashion concepts into digital designs by creating illustrations and tech packs, and conducted fabric and material research to ensure compatibility with digital graphics.
- Collaborated with production teams to accurately incorporate graphic elements.
- Managed creative processes for photoshoots, ensuring brand identity.
- Showcased designs in fashion shows, aligning graphics with artistic vision.

WORK EXPERIENCE

Freelance Graphic Designer | BackOffice

OCT 2024 - CURRENT, COLOMBO, SL

- Design graphic concepts, branding elements, logos, artwork, digital prints, packaging, banners, and digital illustrations for various clients and brands.

EDUCATION

BrainStation | Diploma, User Experience Design

NOV 2023 - FEB 2024, TORONTO, CA

Fanshawe College | Graduate Certificate, Costume Production

SEP 2021 - APR 2022, LONDON, CA

Northumbria University | Bachelors of Arts (Design)- First Class Honors

JAN 2015 - DEC 2017, NEWCASTLE, UK

Seneca College | Diploma in Fashion studies- President Honors

SEP 2022 - APR 2023, TORONTO, CA

PROJECTS

UX/ UI Designer/ Writer | Sustainable E- Commerce App

DEC 2023 - JAN 2024, BrainStation

- Designed an e-commerce application focused on promoting sustainability.
- Implemented features to highlight the sustainability of products and brands, both at the product and brand level.
- Conducted qualitative research, including user interviews and usability testing, to ensure product relevance and reliability.
- Created sketches, wireframes, and high-fidelity prototypes for an iOS application.
- Developed a responsive marketing website to promote the brand and increase user engagement.

UX/ UI Designer| Royal Caribbean Group- 24 Hours Hackathon

JAN 2024, BrainStation

- Collaborated with 2 software engineers (front-end developers/coding professionals) and 2 data scientists to deliver and present a solution to the team from Royal Cruise.