

# Sampath Widushan

Digital Product Designer

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[sampath-widushan](#)

[/SampathWidushan](#)

[Portfolio](#)

## Experience

### Dialog Axiata PLC — Senior Executive UX Designer

OCT 2021 - present

- Enhanced fintech application UX through collaboration with Product Owners and Development teams, implementing a Digital-based Fixed Deposit feature to boost customer engagement.
- Co-led design and launch of Super App, conducting extensive user research, creating a Design system, collaborating with stakeholders, currently leading cross-functional teams in an agile environment, and mentoring interns to ensure a cohesive user experience and attract over 2 million active users.
- Lead designers of the DOC990 telemedicine revamp and conducted usability analysis, crafted a Sub Design system, and collaborated with cross-functional teams to optimize the user interfaces for an enhanced user experience.
- Leading design workshops to facilitate knowledge sharing and foster a design-centric culture within the organization and leading industry sessions and UX workshops for university undergraduates.
- Conducted BCS - User Experience Design Certification lectures as a BCS lecturer within the organization.

### ServeNow Sri Lanka — Creative Designer (Freelance)

2020 - 2021

- Produced and edited engaging videos for YouTube, managed the YouTube channel, and created visually appealing digital artwork for flyers and social media posts, while collaborating on creative strategies and maintaining project deadlines using Adobe Creative Suite.

### Brandix Intimate Apparels — AQL Auditor

Jan 2016 - May 2016

- Conduct quality inspections and sampling, document findings, ensure compliance with regulations, provide feedback for improvement, leveraging strong analytical, communication, and problem-solving skills, with a background in quality management.

## Education

### Post Graduate Diploma in Marketing Management (SLIM)

2021 - present

- Research (Currently Reading) Effects of Customer Satisfaction on App Store Ratings: A Case Study of the Super App 'WOW'

### BCS Foundation Certificate in User Experience

2023

### Bachelor of Design (Hons) at University of Moratuwa

2017 - 2022

- Specialized in Media & Communication Design
- CDP: An Incentive-based individual & collaborative task-oriented learning model and a gamified platform for student gamer

### Diploma in Information Technology – ESoft Metro Campus

2015

- Pearson Assured (UK)

### Diploma in English – Aquinas University College

2015

## Featured Project

### Champions of Designathon from CodeFest – SLIIT

- A platform that provides personalized and gamified travelling experience in order to win valuable rewards. [More Details](#)

## Skills & Tools

### Skills

Interaction Design Visual Design Design Systems Prototyping Wireframing  
Documentation Project management User research Usability Testing

### Tools & Softwares

Figma Adobe XD Protopie Sketch Balsamiq Adobe Creative Cloud Lottiefiles