

DANURA ISHARA JAYAKODY

PRODUCT DESIGNER | B2B SAAS, COMPLEX WORKFLOWS & UI SYSTEMS

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PROFILE

Product Designer with 6+ years simplifying workflow-heavy B2B SaaS, POS, enterprise and mobile products. Turns research and complex requirements into clear interaction models, polished interfaces and reusable systems, partnering with product and engineering from discovery through release. Computer science background, MBA and hands-on experience with AI-assisted prototyping.

SKILLS & EXPERTISE

Product Design: User Flows | Information Architecture | Interaction Design | Wireframing | Prototyping | Responsive UI

Research & Validation: User Interviews | Usability Testing | Research Synthesis | Workflow Analysis | Data-Informed Iteration

Systems & Delivery: Figma | Design Systems | Storybook | WCAG | Developer Handoff | Design QA | HTML/CSS | AI-Assisted Prototyping

EXPERIENCE

Product Designer (Volunteer) | Vision2Reality Foundation

Sep 2025–Present

Vancouver, BC

- Interviewed newcomers and prospective donors, helping reduce program sign-up and donation journeys from seven steps to four.
- Mapped six user journeys and 12 mobile flows, developing selected directions into 35+ wireframes.
- Presented 20+ recommendations and helped stakeholders prioritize WCAG-aligned improvements across mobile and web.

Product Designer | Mad Mobile — CAKE

May 2022–Feb 2025

Tampa, FL, USA

- Used interviews, live service observation, and usability testing with 23 participants to uncover friction across ordering, checkout, and payments.
- Mapped 15+ core and exception flows—including modifiers, split payments, voids, refunds and recovery—then developed 60+ screens and prototypes.
- Partnered with product, engineering and QA to ship 12+ features across 18 Agile sprints and extend shared component patterns.

Product Designer | CAMMS — Riskonnect Asia-Pacific

Feb 2021–May 2022

Colombo, Sri Lanka

- Simplified 25+ enterprise workflows by improving navigation, information architecture and multi-step tasks across data-heavy products.
- Redesigned dashboards and operational journeys so complex information was easier to scan, review and act on.
- Led six cross-functional workshops that produced 12 concepts, taking selected directions into Figma prototypes and final UI.

EXPERIENCE — CONTINUED

UX Designer | JRC Software

Aug 2019–Feb 2021

Colombo, Sri Lanka

- Owned UX across four B2B property-maintenance modules and 70+ responsive screens for property managers, tenants, owners and trade providers.
- Simplified request-to-completion workflows covering job status, approvals, quotes and role-specific actions across 30+ screens.
- Evaluated eight concepts before development and supported 15+ features through delivery with stakeholders and engineers.

UX Designer | John Keells IT

Aug 2018–Aug 2019

Colombo, Sri Lanka

- Designed and built 15+ IoT dashboards for hotel and warehouse operations using HTML, SCSS, Angular and React.
- Established reusable chart and interface patterns across 40+ screens while resolving 25+ responsive, interaction and browser issues.

UX/UI Intern | GTN (formerly Mubasher Financial Services)

Jun 2016–Jul 2017

Colombo, Sri Lanka

- Created flows, wireframes, prototypes and responsive interfaces for web and mobile financial products using Adobe XD, HTML5 and SCSS.

SELECTED FREELANCE PROJECT

Freelance Product Designer | Embedded Protection & Claims — delivered through Virtusa

Confidential UK insurance client

- Designed a B2B2C service connecting retail checkout, customer claims and internal claims operations.
- Used interviews and usability testing to improve checkout comprehension, evidence submission and next-action clarity; Phase 1 reached pilot release in 24 weeks.

EDUCATION

Master of Business Administration

Jan 2025–Jun 2026

University Canada West — Vancouver, BC

BSc (Honours), Computer Science

2014–2018

University of Westminster

CERTIFICATIONS

Google UX Design Professional Certificate — Google, 2026 | Digital Marketing Associate Certificate — Digital Marketing Institute, 2025