

P. H Sampath Ruwansiri

Senior UI/UX Designer

www.sampathr.info



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Objective

I am a UI/UX Engineer specialized HCI in creative design methodologies for the web with over 11 years of industry experience.

I have a proven track record of concept-to-completion development of highly complex and scalable web based software applications by providing leadership to cross-functional and multidisciplinary teams of professionals. I am expertise in user interface designing and front-end frameworks and I stay up to date with latest technology by involving in projects both as a hobby and profession.

<https://www.linkedin.com/in/sampathruwan>

<https://codepen.io/sampathr>

<https://www.behance.net/sampathr>

Personal Strengths

- Experience in Capital Market Domain (LONDON STOCK EXCHANGE GROUP).
- 11+ years of experience in UI/UX Design
- 9+ years of experience in HTML | HTML5 | CSS | CSS3 | SCSS.
- 8+ years of Responsive design using Media Queries
- 8+ years of experience in UI frameworks, Twitter Bootstrap | Material UI | Foundation
- 3+ years of experience in relational Angular | React
- 4+ years Active Lead Position.
- Experience in version controlling tools – Git and Stash.
- Experience in Product management suite including Jira, Bamboo, Stash, Confluence, etc
- Have an ability to work in scrum team and JIRA ticket.
- Ability to work in a team environment under minimum supervision.
- Ability to priorities and manage multiple jobs demands.
- Strong research skills | particularly web and internet.
- Good analytical and problem solving skills.
- Ability to learn new concepts | Technologies and skills effectively.
- Initiative and creative and Usability Testing
- Expert level knowledge of UI coding standards.
- Up-to-date with the latest UI trends | Techniques and technologies.
- Ability to create prototypes using front end skills.
- Design online applications | Mobile apps | User interfaces and Websites.
- Direct and assist usability testing as appropriate.
- Strong proficiency with UI/UX and web usability best practicest



Prominent Skills

User Experience (UX)

Human Computer Interaction | Requirements gathering | Requirements specification | Design discipline | Analyzing client usability | Useful | Usable | Desirable | Valuable | Accessible | Findable | UsabilityTesting

User Interface Design (UI)

User Experience Design | Mockups | Pixel Level Interface Design | Interface Guidelines | Product Design | 960 Grid System | Golden Ratio Design | Branding Design | Typography | Color Theory | Visual Designs | High-Fidelity

Prototypes

Desktop Publishing | Icon Design | Prototyping | Sound composing | Flash Animation | Video Editing | Photography

Tools

Photoshop | Illustrator | In Design | XD CC | IntelliJ IDEA | WebStrom | After Effects | FL Studio Sound Composing | Pen & Paper....

Technical / Development

HTML5 | CSS3 | SASS | SCSS, LESS | jQuery | Angular 6/7 | Polymer | React | JQuery Mobile | JavaScript | AJAX | MySQL

UI Frame-works

Twitter Bootstrap | Semantic-UI | Foundation | Material UI | Pure | UIKit | Vaadin & ionic (HTML5 Mobile app dev. framework)

Template Languages


Emmet | Jade | Razor.

Supported Development Environments

Java | JavaFX | Asp.Net | Python | SharePoint | Drupal | Magneto and Word Press.

Version Control

Git | tSVN.

 Working Experience

2019 - 2017



UX Lead

LSEG Technology (London Stock Exchange Group)

2017 - 2015



Associate UX Lead

LSEG Technology (London Stock Exchange Group)

2015 - 2012



Senior UI/UX Lead

EFutures Private Limited

2012 - 2008



UI/UX Engineer

EFutures Private Limited

2008 - 2006



Multimedia and Graphic Designer

Dynamic Solutions Private Limited

2006 - 2004



Graphic Designer

Pictorial Space Private Limited

London Stock Exchange Group (LSEG)

Senior UX Lead LSEG Technology

July 2015– Present (3 years 3 months) Sri Lanka

The London Stock Exchange Group that specializes in electronic trading systems in capital market sector and fully owned subsidiary of (LSEG).

I have working for M CCP product during my stay at LSEG. M CCP is a clearing system, which issued by a CCP (Central Counter Party) in the capital market industry. Another project working by the UI/UX design and implementation of Clearing and Depository system of Singapore Stock Exchange.

Requirement analysis and translate concepts into user flows, wireframes, interactive mockups and prototypes that lead to intuitive user experiences.

Identify design problems in existing products and propose strategic design and user-experience decisions related to core refine new UI Patterns to facilitate better user experience and new functions and features.

- **Key design considerations that collectively create an effective web application for customers.**
- **Layout design principles to indicate priority of content, and lead users to the web page effectived.**
- **Understand how particular page elements influence user behavior**
- **Discuss common page types and what design decisions support the objectives for such pages**
- **Expert level knowledge of UI coding standards.**
- **Strong research skills, particularly web and internet.**
- **Good analytical and problem solving skills**

User Experience

Requirements gathering | Requirements Specification | Design Dscipline| Analyzing Client Usability | Design brings up shared responsibility in delivery through coaching | Mentoring and talent development and Have an ability to work in scrum team and JIRA ticket.

Research

Design Discipline | Human psychology | Human Sociology | Data analysis (AppAnnie Analytics) | Task analysis & persona hypothesis | Human Computer Iteration | Experiment | Design walkthrough

User Interface

Pixel Level Mockups | Typography | Color Theory | Interface Guidelines | 960 grid system | UXpin working modules | Maintain the User Interface Consistent to the Theme Guidelines and Create meaningful full icon design to the font icon in used the system

Use Tools

Photoshop, Illustrator, IntelliJ IDEA, Balsamiq (Mockup), Pen & Paper...

Technical/ Development

HTML5 | CSS3 (SCSS) | jQuery | Web Component use with Polymer.js and Angular

UI Frame-works

Java vaadin framework

Version Control

Git

EFutures Private Limited

Senior UI/UX Lead | UI Engineer

January 2008 – Jun 2015 (2 years 9 months) Sri Lanka

The EFutures is a full-cycle software development company used by the latest technologies.

I worked this company User Interface part and User Experience part in a lead position this one so I handle the multiple project and lead the design vision and helped to set product direction.

I designed new features and overhauled the visual design for product and marketing. I created the hiring criteria and interview process for the design team and hired two designers. I also advised on HR and hiring processes company-wide.

- **Expert level knowledge of UI coding standards.**
- **Up-to-date with the latest UI trends, techniques, and technologies.**
- **Ability to create prototypes using front end skills.**
- **Design online applications, mobile apps, user interfaces and websites**
- **Direct and assist usability testing as appropriate.**
- **Deliverable includes wireframes, interactive mockups and prototypes.**
- **Exceptional user interface and experience design skills and an understanding of user-centered design disciplines and principals, as well as an eye for subtle detail.**
- **Keeping up-to-date with recent technologies.**
- **Design clean, crisp, modern designs whilst understanding current usability and design trends.**
- **Brainstorm, research, wireframe, design and refine user experiences**
- **Talented with a great eye for detail and a good knowledge of front-end Coding.**

User Experience

Requirements gathering | Requirements Specification | Design Discipline | Analyzing Client Usability | Design brings up shared responsibility in delivery through coaching | Mentoring | Analyzing client usability | Useful | Usable | Desirable | Valuable | Accessible | Findable | Usability Testing

Research

Design Discipline | Human psychology | Human Sociology | Data analysis (AppAnnie Analytics) | Task analysis and persona hypothesis | Human Computer Interaction | Experiment | Design walkthrough

Collaboration

Organizing workshops | Facilitating design critique | Self Starter | Detail oriented | Flexible Communicative

User Interface

Pixel Level Mockups | Typography | Color Theory | Interface Guidelines | 960 grid system | Maintain the User Interface Consistent to the Theme Guidelines and Design meaningful icon

Desktop Publishing | Icon Design | Prototyping | Sound composing | Flash Animation | Video Editing | Photography

Use Tools

Photoshop, Illustrator, XD CC, IntelliJ IDEA, WebStrom, After Effects, FL Studio Sound Composing, Pen & Paper....

Technical/ Development

HTML5 | CSS3 | SASS, SCSS, LESS | jQuery | Angular | JQuery Mobile | JavaScript | AJAX | MySQL

UI Frame-works

Twitter Bootstrap | Semantic-UI | Foundation | Pure | UIKit | ionic (HTML5 Mobile app dev. framework)

Supported Development Environments

Java | JavaFX | Asp.Net | Python | SharePoint | Drupal | Magneto and Word Press Theme.

Version Control

SVN

Dynamic Solutions (Pvt) Ltd

Multimedia Designer and Graphic Designer

June 2006 – January 2008 (1 year 8 months) Sri Lanka

The Dynamic Solutions is a full-cycle Multimedia & Printing company.

I worked this company 3D Modeling, Video Editing |TV Commercial |Sound Composing | 2D Animation, Web and Graphic. I worked the multiple project.

Collaboration

Organizing workshops | Facilitating design critique | Self Starter | Detail oriented | Flexible Communicative

Design and Animation

Web Layout | Drawing Techniques |Color Management |Character designing | Web designing, Different effects | Layouts designing | 3D Modeling | Video Editing | Sound Composing | TV commercial | Presentation | Scripting Animation | Flash Animation | Text effects | Typography.

Use Tools

Photoshop, Illustrator | After Effects | FL Studio Sound Composing | D MAX | Adobe Premiere | Pen & Paper....

Pictorial (Pvt) Ltd.

Graphic Designer

June 2004 – June 2006 (2 years 1 month) Sri Lanka

The Dynamic Solutions is a full-cycle Multimedia & Printing company.

I worked this company 3D Modeling, Video Editing, TV Commercial, Sound Composing, 2D Animation, Web and Graphic. I worked the multiple project.

Design and Animation

Vector Designing | Fashion Design | Character Designing Form | Web designing | Logo designs | Icon design-
ing | Text Effects Typography, Brochure Design | Visiting card Letterhead | Text Effects, 3D Effects, Textures &
Patterns | Web Layout | Drawing | Techniques Color Management | Photo Editing | Icon Design.

Use Tools

Photoshop, Illustrator | After Effects | Pen & Paper....

Qualifications

- **TestDome Certificate by the Angular**
<https://www.testdome.com/cert/071351975417430e9138fbb582e24c82>
- **TestDome Certificate by the HTML/CSS, JAVASCRIPT WITH JQUERY, AND BOOTSTRAP**
<https://www.testdome.com/cert/8212c867f1fe4079878b32a31fda46fc>
- **British Computer Society**
Professional Membership (Computer Software Engineering) License 990514283 2014
- **Master Works of Sri Lanka**
Diploma in 3D Animation 2006 – 2007
Adobe Photoshop | Auto Desk Max | Poser | Combustion | Adobe after Effects |
Adobe Premiere Pro 2 | Ulead Cool 3D
- **Technical Engineering College of Sri Lanka (TEC)**
Diploma of Computer Desktop Publishing and Graphic Design (Full Time) 2002 – 2004
Adobe Photoshop | Adobe Page Maker | Adobe Dreamweaver | Corel Draw | Color Separation |
Printing HTML | CSS | Macro Media Flash | Video Editing | Introduction Coll 3D
- **Computer Resources Center of Sri Lanka**
Computer Application (Advanced Level) 2000– 2001
Introduction Computer | MS-Word | MS-Access | MS-Excel | MS-PowerPoint | Visual Basic



Reference

Bizop (Admin Panel)

UI/UX Design & (Responsive) & UI/UX, HTML5 with Material Design framework | CSS3 | Angular 2.
<https://github.com/sampathrd/bizop>

E-comes

UI/UX Design & (Responsive) Front-end use in web component with polymer.js and back end part is java microservice Front-end: 960 grids, HTML5, CSS custom property variable, Polymer 3.
<https://gitlab.com/quickstore-com/web>

Bit Coin Trading Platform (Web & Mobile Application)

UI/UX R&D & User Interface Mockup & Design (Responsive), Bootstrap framework with java | HTML5 | CSS3 | JQuery

Colombo Stock Exchange (Analytical System & Web)

Mockup & UI/UX Design & (Responsive) & UI/UX | HTML5 with Bootstrap framework, CSS3 (SCSS) | Angular 1.5 | JQuery
www.cse.lk

One Hug (Mobile Application)

Mockup & Design | Illustrator Drawing & Clothing and Fashion Application.
<https://www.facebook.com/oneHug/>

Shipoci and Rapid link - Customer/Sales Systems Portal (Shipping)

Mockup & UI/UX Design & (Responsive) | Bootstrap framework with php | HTML5, CSS3 | Angular
<http://www.shipoci.com/>

Tap Gift (Mobile Application)

Mockup & Design Mobile Application & UX for gifts Sharing Application.

Werb Flaggen (E-Commerce System)

Magento theme with Bootstrap framework (Responsive), JQuery, CS3(SCSS) and HTML5.
www.werbeflaggen.de

Board of Investment of Sri Lanka (Design & UI/UX)

www.investsrilanka.com/ (Responsive). Bootstrap framework with php | HTML5 | CSS3 | JQuery library.

Mybestbid (E-Commerce System Canadian Trading Portal)

UI/UX Design & (Responsive) Bootstrap framework with net | HTML5, CSS3 | jquery.

Fashion (Design web Site)

UI/UX Design & (Responsive) HTML5 | CSS | JQuery library.
<http://www.allyfashion.com>

Perth Fashion Festival

<https://www.telstraperthfashionfestival.com.au>, UI/UX Design & (Responsive)
. Bootstrap framework with php | HTML5 | CSS3 | JQuery library.

Hunter Gun (Game)

http://www.sampathr.com/demo/jquery_game/ Mockup & Design | HTML5 Jquery & CSS3 Animations.

HappyX (Better Relationships)

<https://play.google.com/store/apps/details?id=se.weban.happyx>, Mobile App Design & Ionic framework.

Opti-living world (E-Commerce System)

<http://www.opti-wohnowelt.de/> UI/UX Design & (Responsive) and Magento theme with Bootstrap



Personal Details

Name : P H Sampath Ruwansiri

Address : Blk 131 pasir ris, Street 11,#04-281 Singapore 510131

Date of Birth : 10 January 1983

Gender : Male

Marital Status : Married

Nationality : Sri Lankan

Availability to commence : IMMEDIATE