


# Ruwanthi (Ru) Somatilaka


B.Des (Hons) | MSc (Dist)

Ambitious designer with over 6 years of experience in the IT industry and significant design mentoring experience. Skilled in UI/UX, digital design, interaction design, Adobe Creative Suite, and Figma, as well as motivating and guiding designers to the right route. Always looking for new challenges, and enjoy seeing things from a fresh perspective. All the projects listed in portfolio.

 074 4774 4917

 [www.ruwanthi-sulanjali.com](http://www.ruwanthi-sulanjali.com)

 [ruwanthi-somatilake](https://www.linkedin.com/in/ruwanthi-somatilake)

 [rsulanjali89@gmail.com](mailto:rsulanjali89@gmail.com)

 Glasgow, G1 5PA, UK

## Relevant Skills

Communication  
Usability Testing  
User Experience (UX)  
User Experience Design (UED)  
User Interface Design  
Wireframing  
Cognitive Psychology  
Design Specifications  
Design Systems  
Digital Content  
Research Methods  
User-centered Design  
Agile Methodologies  
Design Thinking  
Prototyping

## Technical skills

Front-end developments  
HTML5 / Cascading Style Sheets (CSS)  
JavaScript  
PHP / Wordpress  
Responsive frameworks

## Digital companions

Figma  
Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe After Effects  
Adobe Premier  
3D Max

## Professional Experience

**Demonstrator in Human-Computer Interaction** | Oct 2023 - Present | Glasgow Caledonian University, United Kingdom

- Offer constructive feedback to the student to enhance their work and understanding of the User-Centered Design process.
- Deliver a lecture on the topic of Figma prototype best practices, including a demo session.

**Associate Lead Designer [Website team]** | June 2016 - Sep 2022  
WSO2

- WSO2's Marketing team identified its global top 5% performers in H1 2021.
- I joined WSO2 as a design intern and was subsequently promoted to creative designer, senior designer, and associate lead designer in the branding and website teams based on my performance.
- I executed prototypes using Figma for the team and effectively obtained approval for designs when working with external teams, such as engineering.
- I developed fully responsive CSS/HTML email templates, continuously improving performance through AB testing and user analysis. Additionally, I collaborated with Marketing Automation systems like Pardot.
- Independently analyzing user behavior through user testing, I enhanced WSO2 mailers' click-through rate (CTR) by 27% and improved the website's overall performance by 30%.
- My responsibilities included researching methods, owning large-scale projects, communicating timelines, and independently executing User-Centered Design.

**Creative Designer** | Feb 2015 - May 2016 | Mai Globe Travels

- Redesigned the Mai Globe Travels and Travablu websites using a User-Centered Design (UCD) approach, resulting in a 25% increase in overall traffic.
- Initiated the creation of brochures, posters, and other marketing materials to raise awareness of the businesses, contributing to increased client attraction.
- Edited and produced videos and animations to grow the number of YouTube followers by 15%.
- Experimented with new design trends for social media posts, continually improving engagement.

## Education

2022 - 2023 | Glasgow Caledonian University, Scotland

**Master of Science, User Experience and Interaction Design: Distinction**

**Modules** - Human-Computer Interaction, Visual Design and Prototyping, Applied User Psychology and Applied Usability

2010 - 2015 | University of Moratuwa, Sri Lanka

**Bachelor of Design (Hons) Specialized in Communication Design: 2.1**

**Scope** - Research and strategic planning to creative implementation in branding, corporate communication, media and web designing



## Dissertation and Final project

---

Masters Dissertation – **SoloRoam: Augmented Reality Visual Guide: An Interactive Medium to Navigate Solo Travelers Through Low Visibility**

Bachelors Dissertation – **Role of on screen graphics in sport broadcasting at Sri Lankan context**



## Licenses and Certifications

---

Mar 2023	<b>Completed 10 Mentorship Sessions</b> , ADPList   Credential ID: 95679
Oct 2022	<b>Figma Essential Training: The Basics</b> , LinkedIn   Credential ID: 59efb005b3787063f11e062332611402e093c2954cc5bafb9b4c5c903f7cdc83
Feb 2021	<b>Human-Computer Interaction – HCI</b> , Interaction Design Foundation Credential ID: 94321-2021-510692
Jun 2021	<b>Growth-Driven Design</b> , HubSpot Academy Credential ID: a23c038a80fb4d578745cc4829d1392a
Oct 2021	<b>Conducting Usability Testing</b> , Interaction Design Foundation Credential ID: 94321-2021-610584
Nov 2020	<b>User Experience (UX): The Ultimate Guide to Usability and UX</b> , Udemy Credential ID: UC-d86c62be-1183-4853-b822-eb5cfa5d021a



## Volunteer Works

---

Sep 2023 – Present	<b>Senior Peer Assisted Learning Supporter 23/24</b>   Glasgow Caledonian University, Scotland <ul style="list-style-type: none"><li>• Create a support environment for new students</li><li>• Facilitate discussions and group study sessions</li></ul>
Feb 2023 – Present	<b>Design Mentor</b>   ADPList, Singapore <ul style="list-style-type: none"><li>• Top 1% Mentor in Research for the month of March, 2023</li><li>• Worked with 10 people from 5 different nations (United Kingdom, Germany, Poland, India, and Sri Lanka) to assist them reach their academic and professional goals.</li></ul>
Feb 2023 – Present	<b>Volunteer   British Heart Foundation</b> , Glasgow, United kingdom
Jan 2016 – Present	<b>Co-founder   Hand to Learn</b> Grant scholarships to 11 University students in Sri Lanka
Oct 2021	<b>Speaker at ParDreamin' 2021</b> [ <a href="#">Link</a> ] <ul style="list-style-type: none"><li>• Objectives – To help understand why dark mode is important to us as email marketers and how we can improve our emails dark mode friendly.</li></ul>
Mar 2021	<b>Guest Speaker   Trailblazer Community</b> [ <a href="#">Link</a> ] Salesforce Trailblazer Community – Marketing VIX
Mar 2021	<b>Head of Creative Development</b>   Moraspirit Initiative, Sri Lanka <ul style="list-style-type: none"><li>• Lead the team in creative direction, encompassing brand development, marketing material design, event planning, graphics, videos, strategy development, and campaign design. Additionally, assist in recruitment, interviews, and onboarding new team members.</li></ul>
Apr 2013	<b>Volunteer Team Leader of Sri Lanka University Games</b> , Sri Lanka Coordinated with the university sports council and distributed team members on-time to the events