

Dinara Janaratne

Product Designer | Sydney, NSW

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Dedicated Product Designer with nearly 2 years of experience across B2B SaaS and web platforms. Skilled in designing web interfaces, creating high-fidelity UI, and collaborating cross-functionally to deliver projects within tight timelines. Having led a full application redesign in under 3 months and improved team task completion to 95% by implementing and managing structured workflows in Asana.

WORK EXPERIENCE

FlowEnso

June 2025 - Present

Product & Operations Lead | *December 2025 - Present*

- Established a structured Asana workflow system to centralise IT tickets and customer requests, improving task visibility and increasing team completion rates to 95% across 4+ team members.
- Developed and launched a fully responsive website from scratch within 4 weeks, creating structured layouts, branded digital assets, and automated sign up flows to support public facing communication and lead generation.
- Collaborated with developers and stakeholders to deliver 5 user informed features, improving product competitiveness while ensuring 100% adherence to brand standards and guiding developers to deliver high quality implementations on schedule.

Lead Designer | *June 2025 - December 2025*

- Owned the end to end redesign of a B2B SaaS platform, balancing UX design, product scoping, delivery coordination, and post release quality oversight to ship within 6 months and ensure a polished, live product.
- Rapidly designed, scoped, and delivered 5+ product features and a full application redesign, iterating quickly based on user feedback and post release monitoring to ship high quality solutions without waiting for perfect conditions.
- Conducted daily design reviews with the development team, identifying and resolving 40+ UX inconsistencies and edge cases prior to release, reducing post launch rework and ensuring a high quality, production ready application.

Yoghurt Digital

February 2025 - May 2025

UI and Graphic Design Intern

- Generated 20+ brand aligned social media assets across LinkedIn, Instagram, and Facebook over a 3 month period, ensuring full compliance with established brand guidelines.
- Coordinated with the marketing team to monitor GA4 A/B testing results, analysing user behaviour to iterate on layouts and optimise retention.

Attuned.ai

May 2024 - August 2024

UI/UX Intern

- Redesigned 5 core product pages in Figma in the 3 months, revamping layouts, visuals, and user workflows within Attuned's B2B SaaS platform.
- Performed a UX audit of Attuned, identifying 3 usability gaps and edge cases, and providing actionable recommendations that improved key user workflows and overall product experience.

FABSOC (Fashion and Beauty Society) - USYD

August 2023 - December 2023

Design Executive

- Designed promotional event posters optimised for Instagram and Facebook, contributing to a **30% increase in ticket sales** for society events.

EDUCATION

The University of Sydney

December 2023

Bachelor of Interaction Design - Distinction Average

SKILLS

Hard Skills: Prototyping/Wireframing, Visual Design, User Research, Brand Development, Data Analysis, A/B Testing

Soft Skills: Leadership, Empathy, Creativity, Communication, Collaboration, Organised

Technology: Figma, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Canva, Asana