

Dinara Janaratne

Product Designer | Sydney, NSW

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WORK EXPERIENCE

FlowEnso

June 2025 - Present

Product & Operations Lead | *December 2025 - Present*

- **Social Media:** Developed social media content and visuals using AI insights, creating engaging posts that strengthened brand presence and led to product sign-ups.
- **Product Management:** Implemented a structured Asana management system to streamline IT tickets and customer enquiries, enabling the team to manage increasing demand while maintaining professional customer support.
- **Web Design:** Designed and launched the company website on Wix, providing users with essential platform information, and automating sign-ups and demo bookings to streamline the experience.
- **Brand Consistency:** Collaborated with the operations team to implement user-informed features that enhanced the product's competitive edge, ensuring designs adhered to brand standards and guiding developers to deliver high-quality implementations on schedule.
- **User Acquisition:** Prospected and contacted industry users via email and cold calls, generating interest in the platform and driving increased user sign-ups.

Lead UI Designer | *June 2025 - December 2025*

- **Project Management:** Recognised opportunities to enhance team performance and implemented Asana workflows, boosting collaboration and achieving 95% task completion.
- **Brand Consistency:** Established the company's brand guide, creating a foundation for consistent branding while modernising the identity to better align with the product's purpose.
- **Organisation:** Led and executed a full application redesign, using strong project management and prioritisation to deliver in under 3 months, freeing time for QA and launch preparation.
- **Attention to Detail:** Conducted daily reviews with the development team to ensure design consistency and maintain high-quality standards, resulting in a refined and polished application.

Yoghurt Digital

February 2025 - May 2025

UX & Conversions Intern

- **Marketing:** Designed digital marketing assets (landing page image, ads, and campaign visuals) using Figma and Adobe Photoshop to support multiple client campaigns while also maintaining brand consistency.
- **A/B Testing:** Collaborated with the marketing team to monitor GA4 A/B testing results, analysing user behaviour to iterate on layouts and improve retention.
- **Social Media:** Created pre-planned social media content to sustain consistent brand visibility and allow the team to concentrate on client projects.

Attuned.ai

May 2024 - August 2024

UX/UI Intern

- **Brand Development:** Modernised outdated UI components and established reusable design patterns aligned with brand standards.
- **User Experience:** Redesigned core product pages using Figma, improving the products appearance and optimising user workflows within Attuned's complex B2B SaaS environment.
- **Actionable UX Insights:** Performed a UX audit of Attuned, providing actionable insights that highlighted successes, addressed usability gaps, and identified site improvements.

VOLUNTEER

FABSOC (Fashion and Beauty Society)

August 2023 - December 2023

Design Executive | December, 2025 - Present

- **Brand Presence:** Created event posters for university balls and society events, optimised for Instagram and Facebook. These designs boosted the society's visibility and led to an 30% increase in event ticket sales from the previous year.
- **Social Media:** Designed graphics, illustrations, and multimedia to connect with FABSOC's target audience, enhancing student engagement and boosting membership signups by 20%.

EDUCATION

The University of Sydney

December 2023

Bachelor of Interaction Design - *Distinction Average*

SKILLS & INTERESTS

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

Soft Skills: Time Management, Leadership, Empathy, Problem Solving, Creativity, Communication, Collaboration

Technology: Figma, Adobe Photoshop, Canva, Asana

Interests: Cooking, Raves, Djing, My Dog (Ace), *Modern Family*
