

Dinara Janaratne

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WORK EXPERIENCE

Attuned.ai – Junior UI Designer

May 2024 – August 2024

- Leveraging my background in user experience design, I conducted interviews and usability testing to gather key insights that informed design decisions for Attuned.
 - Enhanced customer engagement, highlighting the value of Attuned to companies, which led to a 40% increase in contract renewals.
 - Refined customer interactions with the site by customising features to meet their needs, resulting in a 65% increase in customer retention.
- Utilised Figma to create comprehensive design assets and interactive prototypes, while ensuring seamless collaboration with the UX team and maintaining consistency across the design process.
 - Developed more than 30+ detailed wireframes, interactive prototypes, and high-fidelity mockups to effectively visualise and convey design concepts for Attuned.
 - Refined my Figma skills, achieving a high level of proficiency with the tool.
 - Leveraged research to enhance Attuned’s interface engagement and functionality.
- Performed a UX audit of Attuned, providing constructive feedback and actionable recommendations to the team for site improvements.
 - Provided valuable insights to reshape Attuned, identifying what was working and what needed improvement in the interface.
 - Identified and addressed Attuned’s interface weaknesses to optimise overall site functionality.

PROJECT EXPERIENCE

Lead UX Designer – Languify (University)

August 2023 – December 2023

Languify is an app aimed to help international students with language barriers through the use of communication and translation. Enabling them to perform better at university and create connections with other students and tutors.

- Guided and supported the group to ensure active participation from all members and timely completion of tasks.
- Collaborated effectively by assisting team members who faced challenges or time constraints, ensuring high-quality outcomes and achieving a distinction-grade result.
- Coordinated group efforts by establishing clear timelines and ensuring all tasks were prioritised and completed efficiently, preventing last-minute delays.

VOLUNTEER EXPERIENCE

Design Executive – FABSOC (Fashion and Beauty Society)

August 2023 – December 2023

- Created visually striking event posters for university balls and society events, optimised for social media platforms like Instagram and Facebook. These designs boosted the society's visibility and led to a 50% increase in event ticket sales.
- Designed eye-catching graphics, illustrations, and multimedia to connect with FABSOC’s target audience, enhancing student engagement and boosting membership signups by 35%.
- Produced targeted content aimed at university students to spark interest and promote society events, successfully driving membership growth.
- Worked closely with marketing, events, and communication departments, to ensure seamless integration of design elements into all aspects of FABSOC’s activities.

EDUCATION

The University of Sydney

Completed: 2023

Bachelor of Design Computing

SKILLS

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| ○ Figma | ○ Prototyping | ○ A/B Testing |
| ○ Adobe (XD, Illustrator, Photoshop) | ○ Wireframing | ○ Problem Solving |
| ○ User Interface Design | ○ Understanding User Needs | ○ Attention to Detail |
| ○ User Research | ○ Usability Testing | ○ Critical Thinking |