

Pasindu Madhushanka

UX/UI DESIGNER

CONTACT INFO

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Portfolio: [My Web](#)

LinkedIn: [My LinkedIn](#)

Language: English / Sinhala

PERSONAL PROFILE

I'm Pasindu, a UX/UI Designer based in Sri Lanka, currently shaping intuitive, user-focused solutions at Ladder Global. I specialize in designing digital experiences that solve real-world problems and enhance usability across platforms. Beyond my core role, I actively share design insights and industry trends on LinkedIn to engage with and contribute to the design community. When I'm not designing, you'll find me immersed in music - drawing inspiration from sound and storytelling to fuel my creative process.

WORK EXPERIENCE

Ladder Global

UX/UI Designer | Dec 2023 - Present

- As a UX/UI Designer at Ladder Global, I craft design solutions that not only look good - but convert. I specialize in transforming web apps, e-commerce platforms, and B2B/B2C websites into high-performing, mobile-friendly experiences that boost sales and engagement. Having worked on projects across Australia, Canada, the UAE, Sri Lanka, and China, I tailor each solution to meet diverse user behaviors and business goals. In many projects, I've successfully redesigned underperforming websites into conversion-driven experiences, directly increasing user retention and revenue.
- My responsibilities include visual design, interaction design, design system, user research and testing, working closely with developers, project managers, and other key stakeholders. I'm proficient in mainly using Figma, ClickUp, and FigJam to streamline workflows and bring concepts to life

Pram IT Solution

Senior UX Designer | Jan 2024 - AUG 2024 (Part Time)

- As a Senior UX/UI Designer at PRAM IT, I played a key role in designing web-based applications, commercial websites, and scalable design systems - ensuring seamless usability and a visually cohesive user experience across platforms. I also mentored intern designers, providing guidance and hands-on training to support their growth and strengthen our overall design team.

Seekers Cloud

UX/UI Designer | Sep 2022 - Dec 2023

- As the sole UX/UI Designer for DeveloperStack LMS - a flagship platform for DeveloperStack Institute in Sri Lanka - I led the end-to-end design of both the web-based learning management system and its mobile application. My focus was on creating an intuitive, engaging, and consistent user experience across devices. I also contributed to the Ozen Hub ERP project, developing its design system and conducting UX research to align user needs with business goals.

Freelancer

UX/UI Designer | 2020 - Oct 2022

- As a freelance UX/UI Designer, I independently led the design of over ten projects for diverse commercial brands, including Akwaline, Aventrus, Vanbreada, Ovada, Ayubowan Sri Lanka, and Trans Ex. From strategy to execution, I delivered tailored design solutions that aligned with each brand's vision and user needs.

EDUCATION

London Metropolitan University

BEng (Hons) Software Engineering
(2nd Upper Class)

UX Professional Course

Google

SKILLS

User Research

UCD

UI /UX

User testing

Visual Design

Design System

Figma/ Photoshop

Wireframing

Design Thinking

Creative thinking

Team Work

Project Management

HTML/CSS/WP