

Janaka Kuruppu

Senior UX Designer

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[Janaka Kuruppu | LinkedIn](#)

www.janakakuruppu.com

“Elevating Digital Experiences through Human-Centered, Research-Driven, and Inclusive UX”

I'm a Senior UX Designer with strong expertise in human-centered design, problem discovery, and creating engaging digital experiences. With experience in designing user journeys, simplifying complex processes, and collaborating across business units, I'm now extending these skills to learning experience design.

I bring a learner-first mindset, strong facilitation skills, and the ability to translate business needs into clear, engaging, and impactful learning solutions. My background in UX equips me to design for behavior change, usability, and engagement — principles that directly apply to building modern, digital-first learning ecosystems.

Skills & Competencies

Human-Centered Design & Strategy

- Human-Centered Design (HCD) Philosophy & Implementation
- Design Strategy Development & Execution
- Problem Framing & Creative Problem Solving
- Mapping end-to-end journeys across touchpoints

Research & Analysis

- User Research & Analysis
- Qualitative & Quantitative Data Analysis
- User Journey Mapping & Service Design
- Persona Development & User Story Creation

Design & Prototyping

- Information Architecture & Wireframing
- Interactive Prototyping & User Flows
- Visual Design & UI Principles
- Design Systems Development & Maintenance

Testing & Accessibility

- Usability Testing Design & Facilitation
- A/B Testing & Performance Analysis
- WCAG 2.1 Accessibility Compliance
- Cross-Platform Design Optimization

Collaboration

- Cross-Functional Team Collaboration
- Stakeholder Management & Presentation

Experience

UX Designer – JUNE 2021 – PRESENT

MUFG Corporate Markets – A division of MUFG Pension & Market Services

Conducting UX analysis for Benefit payment user flows and identifying the end to end user touch-points.

Run Heuristic evaluation to identifying user engagement, how to reduce user errors, streamlining product workflows and measurable improvements in the user flows.

Delivered comprehensive design solutions for investor management system and established efficient design to development workflows with pixel precept component libraries to reduce the development cycles.

Involved with re-branding process creating design components and libraries according to new brand guideline.

Lead end-to-end UX design for the Retirement Income Plan (RIM) platform.

Delivered high-fidelity, development-ready wireframes.

Maintained and enhanced the design system.

Collaborated with cross-functional teams to design user-centric solutions for retirement investing.

Senior UX / UI Designer – APR 2019 – MAY 2021

Lakeba Group

Lead designer for the EziFin platform.

Conducted user research and competitor analysis.

Drove a human-centered approach within our agile workflow by successfully introducing research initiatives that would help to build better products and trust with our clients.

Producing high-quality UX design solutions through wireframes, low fidelity designs, flow diagrams, storyboards, site maps, and prototypes using related tools like Adobe XD, Axura, and collaborate through Miro board.

Prioritize the design tasks in delivering and monitoring high-fidelity UI designs through Zeplin and deliver to the development team.

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Tools

Figma, Miro board, InVision

Zeplin, Balsamiq

Adobe Photoshop, Illustrator, XD

HTML, CSS

Licenses & certifications



Customer Experience
Strategy and Design

RMIT



Conducting Usability Testing
Certification

The Interaction Design Foundation



User Research — Methods
and Best Practices

The Interaction Design Foundation

Education



Bachelor of Multimedia
Studies

Central Queensland University
– 2004



Diploma of Computer
Technology

Holmesglen Institute of TAFE
– 2001

Experience

Associate UX Lead – JAN 2015 – OCT 2018

Intervest Software Technologies

Staysure website optimization project (<https://www.staysure.co.uk/>)
Collaborate with Stakeholders and Digital Marketing Team to understand the end-to-end customer journey and apply design changes according to the best user experience.

Implement user-centered design changes, according to various user testing methods, Website Optimization, and A/B Testing identifications to improve the online conversion rate in travel insurance.

CASAT web application – Usability testing and improvements
Conducted Heuristic Evaluation method to identify usability issues and implement iterative improvements.

Software UI Design Lead – JULY 2007 – DEC 2013

Providence Education Software

Providence Network & Solutions

Facilitated early-stage design discovery through design thinking workshops and strategic discussions with potential clients to uncover key business and user needs.

Translated product vision into visually compelling, consistent, and user-focused interfaces by leveraging the latest in usability patterns and front-end technologies.

Conducted UI audits and workflow assessments to identify inefficiencies, recommending and implementing best practices to optimize user experience.

Collaborated closely with clients, project managers, developers, and cross-functional teams to plan, design, and enhance scalable digital solutions.

Led the creation of high-quality design deliverables, guiding creative direction into actionable design assets aligned with project goals and timelines.

Software Developer / UI Design – JULY 2007 – AUG 2014

Eco Team (Pvt) Ltd

Presented UI concepts through prototyping and followed through to implementation.

Participated in research and usability improvement activities to enhance system performance.

**References available upon request.*