

Primeshika Fernando

UI/UX Designer with Front-end Development Skills

Professional Experience

Moneybase – UI/UX Designer

Sep 2022 – present

Malta (Remote)

- Conduct user and competitor research, design for both desktop and mobile platforms, and refine user experiences to align with product requirements.
- Collaborating closely with Product Owners to refine initial designs based on valuable feedback from both the stakeholders and the users, ensuring the final product meets user needs and business goals.
- Collaborating closely with the developers for a smooth handoff throughout the design process, meeting industry standards for usability and functionality.

Elenamente – UI/UX Designer & Web Designer (Freelance)

Oct 2023 – Dec 2023

Italy (Remote)

- Created an engaging, customised theme based on specific requirements for a WordPress website.
- Collaborated with the development team by providing UI feedback throughout the development process to ensure the final product met all requirements.

Libre – UI/UX Designer & Web Designer

Jul 2021 – Oct 2021

Italy (Hybrid)

- Created engaging website layouts, ensuring designs are both aesthetically pleasing and user-friendly, while developing detailed UX flows, wireframes, and prototypes that guide the design process and enhance user interaction.
- Developed with WordPress and WP Bakery, bringing designs to life efficiently.
- Supported the team with day-to-day design tasks, fostering collaboration and maintaining a smooth workflow throughout the project lifecycle.

TeamUp – Front-end Developer (Freelance)

Jun 2018 – Oct 2020

Sri Lanka (Remote)

- Working mainly with front-end development with WordPress.
- Worked on tasks involving the study of social media trends and communication strategies for the company.

zainabfaizal.com – Web Designer (Freelance)

Jan 2018 – Feb 2018

Sri Lanka (Remote)

- Designed a customised theme and development a WordPress blog focused on food, events and lifestyle.
- Currently offline.

Education

Bachelor's Degree in Digital Communication Design

Oct 2019 – Jul 2022

Istituto d'Arte Applicata e Design – Turin, Italy

Editorial Solutions

Feb 2016 – Jun 2016

Istituto Europeo di Design – Turin, Italy

Multimedia Graphics and Web Design Technician Course

Nov 2014 – May 2015


Fortechance Torino – Turin, Italy

Bachelor's Degree in Computer Engineering

Sep 2009 – Jun 2015


Politecnico di Torino – Turin, Italy

Information

 Turin, Italy

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Tools

 Figma  Sketch

 Illustrator  InDesign

 Photoshop

Technologies

CMS

- WordPress
- Drupal
- Joomla
- PrestaShop
- WP Bakery
- Elementor
- Divi Builder

Programming

- HTML
- CSS
- Bootstrap
- Basic understanding of Javascript and PHP

Languages

- English – C1 Advanced
- Italian – Fluent
- Sinhala – Native

Other

- IAAD Design Workshop 2022 with Diversity Lab
- Certificate in Advanced English (CAE)
- Product Development Hackaton Sargomma
- Basic and Advanced Photography Course – Società Fotografica Subalpina