

Sithum Lahiru

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EDUCATION

Central College

Advanced Level in Mathematics

Kekirawa, Sri Lanka

2017

WORK EXPERIENCE

Type B Digital (SAAS)

Design Lead

Canada (Remote)

2025 - Present

- Currently leading end-to-end design for a high-net-worth portfolio management platform (web & mobile), driving product strategy from concept to execution.
- Revamped 3 products using a unified, scalable design system, ensuring consistency and faster cross-product development within a time period of 2 months.
- Built and scaled a high-performing design team, managing and mentoring a team of 6 designers across product and marketing.
- Established and led a structured internship program, mentoring junior designers and improving overall team capability.
- Guided both product and marketing design directions, ensuring alignment with business goals and brand strategy.
- Mentored designers and improved design quality through structured feedback, design reviews, and decision-making frameworks.

Senior Product Designer

2024 - 2025

- Conducted in-depth UX audits for a real estate platform, identifying pain points and optimizing user flows, leading to a 25% increase in user engagement.
- Designed and developed an AI-powered event management platform from the ground up, enhancing workflows for event managers and vendors through automation and predictive insights.
- Restructured the entire Figma workflow and streamlined designer-to-developer handoffs, improving collaboration efficiency and reducing development time with a systematic design system.
- Built high-converting landing pages using WordPress and Webflow for multiple successful projects.

InvoGuide (SAAS)

Product Design Consultant

New Zealand (Remote)

2024 - Present

- Led end-to-end product design from 0→1, shaping the overall UX strategy and delivering a scalable, user-centric platform.
- Defined and built a robust design system, ensuring consistency, scalability, and efficient developer handoffs.
- Provided strategic product insights to identify and implement high-impact features, improving usability and overall product value.
- Mentored and guided an associate designer, elevating design quality and enabling better design decision-making across the team.

MacroActive (Health & Fitness)

Senior Product Designer

New Zealand (Remote)

2021 - 2024

- Designed a comprehensive design system from scratch, optimizing UI components to reduce Figma file size and improve loading speed by 30% streamlining workflows between designers and developers.
- Redesigned the main application's subscription flow, increasing user engagement and new sign-ups by 45%.
- Developed a menstrual cycle tracking feature, leveraging user research to drive a 30% growth in female user engagement and crafted a user-friendly meal logging system, enabling flexible entries from a vast database or personal logs to enhance autonomy.
- Innovated a couple-friendly meal planning feature, enhancing shared meal planning experiences.
- Led the desktop web version redesign, applying UX methodologies to improve user retention by 40%.
- Designed a lead-generating BMI tool, using user research insights to attract over 4.5K monthly users.

Digital Yogin (SAAS)*UI/UX Designer***Italy (Remote)***2022 - 2023*

- Contributed to a pivotal project aimed at supporting individuals during their transgender journey, providing comprehensive assistance across legal, medical, and mental health domains.
- Innovated a mobile application interface to seamlessly integrate with a human airbag device, enhancing user safety and device interoperability.
- Enhanced operational efficiency by implementing industry standards in the design and development.

Data2Visual (SAAS)*UI/UX Designer***Germany (Remote)***2019 - 2021*

- Directed user research, prototyping, & design for a co-working space delivery management system in Berlin.
- Created a series of animations and infographics for the inauguration of the Berlin Airport.
- Led design initiatives to improve system usability and visual communication.

Ceyentra (SAAS)*Intern UI/UX Designer***Sri Lanka (Remote)***2018 - 2019*

- Designed solutions for multiple projects, high-profile clients like Dialog Axiata and Union Assurance.
- Engaged in all phases of design, from concept to final implementation, for a diverse range of digital products.
- Contributed to team projects as an intern, gaining valuable experience in UI/UX design principles & practices.

SKILLS & INTERESTS

Skills: Figma, Adobe Suite (After Effects, Photoshop), Lottie, Miro, Framer, WordPress, Webflow, Jitter**Interests:** Movies, Cricket, Travelling, Food Exploring