

Muditha Arambepola

+46 766 086 604

mudithaux@gmail.com

LinkedIn: [linkedin.com/in/muditha-arambepola/](https://www.linkedin.com/in/muditha-arambepola/)

Portfolio: muxfusion.com

WHO I AM:

I am a **Product Designer** and **Enterprise Design Thinking Practitioner** with over a decade of experience in crafting innovative and user-centered solutions.

WHAT I WANT TO ACCOMPLISH:

I aim to be a key player in your design team, driving growth, maximizing revenue, and creating measurable impact.

HOW I'LL ACHIEVE IT:

By identifying real problems and bridging the gaps between user needs, business goals, and technical feasibility, I'll deliver seamless, end-to-end design solutions that save costs and unlock new opportunities.

PROFESSIONAL CHRONOLOGY

DECEMBER 2024 - PRESENT

Founding Product Designer — KITME

Delivering end-to-end design solutions for an AI-powered, first-party data-driven reselling platform that allows consumers to access their entire purchase history and resell items in seconds..

- **Leading end-to-end design solutions** for an AI-powered, first-party data-driven reselling platform that enables consumers to access their complete purchase history and resell items in seconds.
- **Designing** a user-centric, AI-driven digital closet that streamlines the resale process.
- Solely responsible for the mobile app's design, overseeing user research, problem definition, ideation, prototyping, and usability testing.
- **Maintaining** the design system and documentation to ensure consistency and scalability.
- **Enhancing** user engagement and conversion rates through strategic innovation and UX improvements.
- **Contributing** to KITME's brand identity and product strategy, maintaining a cohesive tone and voice across all touchpoints, including the website, social media channels, emails, and newsletters.

OCTOBER 2023 - DECEMBER 2024

Freelance Product Designer — Various Clients

Delivering end-to-end design solutions for multiple B2C and B2B projects in Sweden and internationally.

Collaborating with founders, stakeholders, and cross-functional teams to create user-centered designs across diverse industries.

- **Key projects** included a trade journal app, a crypto wallet for onramp transactions, a patient check-in app, a student and teacher management platform, a WEB3 gaming reward app, and a corporate staff wellness app.

FEBRUARY 2022 - APRIL 2023

Product Designer — PRGH GmbH, Hamburg

A Hamburg-based startup offering tech training, modern B2B consultancy, and bootcamps in emerging markets to nurture future tech talent.

- **Designed** a user-centric Learning Management System (LMS) for corporate training and student bootcamps, featuring interactive learning modules, assignments, and reward systems.

- **Owned** the end-to-end design process as the sole designer, including user research, problem definition, ideation, prototyping, and usability testing.
- **Improved** student engagement and course completion rates by delivering a seamless user experience and creating a cohesive brand identity, fostering trust and loyalty.
- **Collaborated** on developing PRGH's brand identity and its subsidiary brands, ensuring a consistent tone and voice across all touchpoints.

JUNE 2020 - OCTOBER 2023

Consultant, UX & Product Design — DirectFN, Colombo

A software service provider specializing in innovative fintech solutions for the capital market ecosystem, serving as a leading fintech provider in the Middle East capital market.

- **Designed** a B2B content management platform for fintech web applications targeting stock markets & financial sector.
- Redesigned a CRM-based association management system (AMS) for large financial organizations.
- Redesigned a stockbroking application widely used by multiple stockbrokers in the Middle East, significantly enhancing usability and functionality.
- **Led** the design teams, collaborating with stakeholders, cross-functional teams, and end users to iterate on design solutions.
- **Piloted** a major Middle Eastern stock exchange's web platform using designed CMS products, designing and developing its front-end.
- **Conducted** usability tests to refine designs and ensure continuous user experience improvements.
- **Achieved** high customer satisfaction through seamless, user-centered design, timely delivery, and iterative improvements.

MARCH 2020 - JANUARY 2022

Consultant UI/UX Design — John Keells IT, Colombo

Designed multiple web and mobile applications for both B2B and B2C platforms, focusing on user-centered design solutions across diverse industries.

JANUARY 2017 - MARCH 2020

UI/UX Designer — Finnovation, Colombo

Designed a treasury bill and bond trading application for both B2B and B2C users, focusing on usability and intuitive design for financial markets.

APRIL 2013 - JANUARY 2017

UI/UX Engineer — Codegen International, Colombo

Designed and developed various B2B travel applications, including a travel booking engine, smart school solutions, and various projects.

For more details, feel free to visit my [LinkedIn](#) profile.

EDUCATION & QUALIFICATION

Bachelor of Information Technology — University Of Colombo School Of Computing

2012 - 2016

Enterprise Design Thinking - Practitioner, Co-Creator — IBM

KEY SKILLS & TOOLS

Tools:	Figma, Sketch, Adobe Creative Suite, Miro, Webflow, Framer, Airtable.
Design Methodologies:	Enterprise Design Thinking, User-Centered Design, Inclusive Design.
UX & Interaction Design:	Information Architecture, Interaction Design, Usability Testing, User Journey Mapping, Service Blueprinting.
Frontend Development:	HTML, CSS, JavaScript, Angular, TypeScript, React, Tailwind CSS
Design Systems & Implementation:	Tokens Studio, Storybook,.
Motion Design & Animation:	Adobe After Effects, Lottie, Spline.
UX Research & Testing:	A/B Testing, User Interviews, Surveys, Usability Testing.
Accessibility & Compliance:	WCAG.
Soft Skills:	Problem-Solving, Collaboration, Strategic Thinking, Adaptability, Agile & Project Management, Storytelling.

LANGUAGE SKILLS

Sinhala: Native

English: Fluent (written and spoken)

Swedish: Basic comprehension and reading (SFI C Level)