

Shane Kulathilaka

Product & UX Designer

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Profile

Product and UX designer simplifying complexity to create seamless, user-centered digital experiences. With over 2.5 years of experience across diverse domains including travel, ecommerce, energy management, and finance, I focus on solving real-world challenges through research-informed, intuitive design for websites, dashboards, and mobile applications.

Work Experience

Product Designer I Sling Mobility Pvt Ltd
(May 2024 – Present)

Responsibilities:

- Led the complete UX revamp of Liwe condominium management platform by improving information architecture, redesigning core user journeys, and introducing new features based on existing user feedback.
- Designed Liwe Accounting from scratch, creating tailored accounting workflows, data entry patterns, and reporting experiences that replaced manual Excel based finance tracking for condominiums.
- Designed the Hare merchant portal experience, enabling merchants to track deliveries and payments with clearer status visibility, improved dashboards, and streamlined workflows.
- Owned the design of the Sling Rider mobile app, defining the full experience from onboarding to subscription and battery swapping, and introduced a unique Km based subscription model driven by research insights.
- Designed Sling admin portals that digitized operational workflows, replacing paper based processes and spreadsheets with a centralized command center for bike operations and subscription management.
- Leading the Boostnet EV charging mobile app design, enabling users to locate charging stations, start charging, and complete in app payments through improved wayfinding, usability focused flows, and mobile first interaction patterns.

Key Achievements:

- Improved the EV bike battery swapping experience by redesigning key flows and interaction patterns, reducing task completion time from over one minute to under 45 seconds.
- Introduced an in app battery subscription and payment feature that increased engagement and created a new revenue stream through packaged Km based plans.
- Designed a command center web application that automated internal energy and battery management workflows, replacing manual Excel based operations and improving efficiency.

- Enhanced the EV charging app experience by resolving accessibility and usability issues, improving overall product experience and supporting higher adoption.
- Built a customized condominium accounting experience that replaced Excel sheets and improved accuracy and clarity in payment and finance management for stakeholders.

UX Designer | 360 Digital Pvt Ltd

(May 2023 – May 2024)

- Designed and improved e-commerce and travel booking experiences by optimizing user journeys, navigation, checkout funnels, and conversion-focused UI.
- Performed UX research and competitor analysis to define opportunities, validate hypotheses, and inform design decisions with evidence.
- Planned and executed wireframes, user flows, prototypes, and high-fidelity UI for responsive websites aligned with client goals and brand guidelines.
- Partnered with clients and cross-functional teams to clarify requirements, present design rationale, and iterate based on feedback and usability findings.
- Supported startups with digital product strategy, helping them structure content, organize business offerings, and improve customer experience through research-driven recommendations.

Education

B.Sc. Information and Communication

Technology (Physical Science)

University of Sri Jayewardenepura

Certifications: Tier 1 User Experience Designer

by Rasika Mahindasiri

Skills

- Wireframing
- Prototyping (Figma, Figma Make)
- User Research & Usability Testing
- Interaction Design
- Information Architecture
- Service Design
- Design Systems
- Responsive Design
- Cross-functional Collaboration
- Agile/Scrum Methodology
- Design QA & Documentation

Design Systems

- Untitled UI
- Apple Human Interface Guidelines
- Ant Design
- Material Design
- Shadcn UI

Tools

UI design and prototyping

- Figma
- Figma Make
- Framer

Whiteboarding and workshops

- FigJam
- Miro

Analytics and product insights

- Hotjar
- Google Analytics

Documentation and team collaboration

- Notion
- Jira
- Clickup

AI Tools

• Chat GPT	• Freepik AI
• Gemini	• Bolt AI
• Recraft AI	

Animations and Micro-interactions

- Jitter
- Lottie Labs