

Sasanka Ranathunge

Product Designer | UX Lead | Mentor

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UX Lead and Product Designer with 7+ years of experience delivering user-centered, data-driven digital products across B2B and B2C platforms. Expert in UX leadership, product strategy, stakeholder alignment, and mentoring design teams. Proven success driving revenue growth, improving user engagement, and scaling enterprise and consumer-facing products.



Dialog Axiata • 4 yrs 9 mos

2022 Jan - present

- UX Lead
2 yr 10 mos
- UX Designer
2 yrs

UX Leadership & Advocacy

- Lead UX for MyDialog (3M+ users), Retail Hub (retailer-facing B2B solution), and Bizcare (enterprise self-care)
- Led stakeholder alignment across product, engineering, and business teams to deliver user-centered solutions aligned with business goals.
- Critically evaluate business cases and user problems, ensuring requirement validity and prioritizations.
- Drive stakeholder discussions to deepen shared understanding of user problems and solutions.

Product Leadership & UX Management

- Led seamless migration of Airtel retailers to Dialog Retail App with minimal complaints and improved user experience.
- Optimised MyOffers (reload upsell) user journey, contributing an addition of **Rs 80 million+** in monthly revenue within 6 months.
- Enhanced Dialog Retail App's reload journey, resulting in **2X monthly revenue** from reload transactions exceeding **Rs. 2 billion**.

Team Leadership & Mentorship:

- Managed the end-to-end hiring, mentoring, and professional development of **25+ UX interns and designers**.
- Designed and delivered UX training, **certifying 100+ professionals** through the BCS UX Foundation program across 5 batches.

UX Design Process:

- Conducted 10+ UX audits, 30+ stakeholder interviews, and 20+ user tests.
- Facilitated 25+ workshops for journey mapping, ideation, and problem discovery.
- Created detailed user flows, wireframes, interactive prototypes, and managed design systems ensuring UX consistency across products.



Epic Lanka • 2 yrs 10 mos

2019 Mar - 2022 Jan

- UX Engineer
1 yr 11 mos
- Assoc. UX Engineer
1 yr 1 mo

Designed & developed the all-new Internet Banking solution of NDB Bank.

- Designed an interactive online account opening form & loan application form.
- Converted multiple account-opening forms on paper to an easy and simple digital form.
- Researched best UX practices to design interactive web forms.
- Developed the front-end prototype using Angular.

Revamped a web-based admin solution to improve the experience.

- Researched admin user experiences and converted the old admin solution to a more usable UI with clean and minimal aesthetics.
- Developed a clickable prototype with basic *HTML*, *CSS*, and *Javascript*.

Tools & Technologies

- **Design tools:** Figma, Sketch and Illustrator
- **Prototyping:** Figma, Framer, Claude design
- **Technologies:** HTML, CSS, JS
- **Project Management:** Jira, Confluence
- **AI for Design:** Claude Design/Code, Figma AI, to accelerate research analysis, ideation, wireframing, and prototyping.

Education & Certifications

BSc. Information Systems

Univesity of Colombo (UCSC)
2015-2018

Studied software systems, their development processes, and business aspects. I followed *Human-Computer Interaction* and *Advanced Media Design* which helped me gain concepts that bring digital products closer to user.

Uxcel Certifications

2024 - 2025

[See Uxcel profile](#) →

🔒 Uxcel certified **Product Designer**. [See credential](#) →

Daily UX learnings with Uxcel micro learning courses. **Ranking #5** among Sri Lankan peers with a **skill score of 75/100**.

- Leadership Mastery
- Workshop Facilitation
- UX Research
- Psychology Behind Gamified Experiences
- Product Discovery
- Reducing User Churn
- User Psychology

BCS Foundation Certificate in User Experience

BCS, The Chartered Institute for IT
2022 September

Understand the principles behind optimal design and architecture – and start improving user experience for your customers.

Certified Scrum Product Owner (CSPO)

Scrum Alliance
2026 September

Trained in maximizing product value through outcome-driven prioritization, backlog ownership, and stakeholder alignment. Skilled in shaping product vision, translating user needs into ordered, sprint-ready work, and using fast feedback loops to steer delivery.

BCS Foundation Certificate in Agile

BCS, The Chartered Institute for IT
2023 August

Gain a solid understanding of the concepts and values of Agile by challenging conventional methods and thinking.