

# NIMASHA ADIHETTI

UI UX Designer

📞 On Request  
📍 4/203 Nicholson Street Coburg  
✉️ nimz.ux@gmail.com  
🌐 www.nimartz.com

in LinkedIn  
Bē Behance  
🎨 Dribbble  
●● Medium



6+ Years Experience in UI/UX & Creative Designing • Web • Mobile • Software

I make designs for people - designs that tell a story, so they can connect on an emotional level and be part of a common purpose.

## PROJECT HIGHLIGHTS

### ICONN Human Resource Management System [View Case Study \[t.ly/Rhw5\]](#)

Web portal and mobile app – a project of Emageia Private Limited

ICONN HRM is a division of BPO Connect, the largest business process outsourcing firm in Sri Lanka. It turned its old HRM system into a SAAS solution and now offers both current and potential clients cutting-edge technology, such as biometric device attendance in the palm of their hands.

- Conducted user research to better understand HR procedures and pain points, which led to a 15% reduction in design costs.
- Led the design team and owned the entire end-to-end UX process and deliverables (workflows, wireframes, mockups, prototypes & interactive demos).
- Worked closely with the development team to ensure that the web portal and mobile app design was technically feasible, which significantly cut down on the development time.
- The new system reduced operational complexity for all HR aspects, including onboarding, attendance, leave, payroll, and reports, and increased HR productivity within BPO by 50%.

### Mobile App for Domestic Violence Victims [View Case Study \[t.ly/cuQ6\]](#)

Mobile app design – a project of White Ribbon USA

The "White Ribbon UA" app was created to help people who have been victims of domestic violence. It has a "stealth mode" that allows users to alert authorities and seek help without being noticed. Over 1,000 users have downloaded the app since its release.

- Led UI/UX discussions and presented design work to the product team to review.
- Improved accessibility and user-friendliness of the mobile app for victims, regardless of their age, background, or technical expertise.
- Demonstrated empathy for the end user experience and created the UI with that in mind.
- Collaborated with product managers and developers to create new features from the ground up.

### Hemp Consultancy Website Redesign [View Case Study \[t.ly/cJMP\]](#)

Website redesign and development – a project of Finnovs

The Spanish consulting firm "Cultivo Canamo" specialises in hemp cultivation, and it redesigned its website to enhance the user experience by employing a novel design concept that incorporates on-scroll animation.

- Revised the information architecture to optimise website content, user flow, user experience, and business objectives.
- Created wireframes and prototypes to test different design concepts and worked with developers to ensure the technical feasibility of the chosen concept.
- Designed interactive elements like on-scroll animation of the lifecycle of a hemp plant to increase the user engagement.

## FREELANCING

Freelancer – Fiverr US 5 Star Reviews (42) ★★★★★ 2018–2023

Managed 60+ projects across multiple countries like United States, Australia, UK, Canada, Spain, Germany, Thailand, Ukraine, and Romania. [View Profile \[t.ly/Nxms\]](#)

## EDUCATION

**G** UX Professional Certificate  
98% Average Grade Achieved  
Google 2023

**UCSC** Bachelors in IT  
University of Colombo 2020

## SKILLS & TECHNOLOGY

Evaluating User Requirements, Conducting User Research, Creating User Personas, User Journey Mapping, Empathy Map Creation, Competitive Audit Analysis, Storyboarding, Sitemap Creation, Wireframing, UI Prototyping, Ideation, Usability Studies, Creative Designing, Following Grid Systems, Mobile App Designing, Responsive Designing, Accessibility Considerations, Human-Centered Designing, Implementing Colour Palettes, UI Components Creation, Iconography & Typography, Following Design Principles.

Figma, Adobe XD, InVision, Miro, Adobe Creative Cloud, Illustrator, Photoshop, Balsamiq, HTML, CSS, Laravel, jQuery, PhpStorm, VSCode, WordPress, Elementor, Jira, Asana, Git Version Controlling, CMS.

## EXPERIENCE

UI/UX Designer  
Finnovs 2022–2023

UI/UX Engineer  
White Ribbon USA 2020–2023

UI/UX Engineer  
Emageia Private Limited 2019–2021

Creative Designer  
Creatora Digital Agency 2017–2018

Front End Developer  
Elancer International 2015–2016

References Available Upon Request