

HIRANTHA KEERTHISENA

Senior UI/UX Designer | Fintech & Enterprise Solutions Specialist

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PROFILE SUMMERY

Senior UI/UX Designer with over 8 years of experience specializing in high-end digital solutions for the fintech and enterprise sectors. Expert in bridging the gap between complex technical infrastructure and user centered design, having delivered scalable products for global institutions including QNB, Bank of America, and Alibaba Group. Proven track record in merging "luxury" aesthetics with functional accessibility, backed by a Higher Diploma in Computer Science.

CORE COMPETENCE

Design & Strategy: UI/UX Design, Wireframing, High-Fidelity Prototyping, User Flow Mapping, Design Systems.

UX Research: User Persona Development, Usability Testing, Journey

Specialized Domains: Banking & Fintech UI, Payment Gateways, ATM Interface Design, Corporate Banking Apps.

Technical Tools: Figma, Adobe XD, Illustrator, Photoshop, Balsamiq, Whimsical.

Frontend Technologies: HTML5, CSS3, JavaScript, SASS, Flutter, React, Laravel, WordPress.

WORK EXPERIENCE

Senior UI/UX Designer
Bizstreams – Marketing LLC Company, Dubai, UAE

Oct 2024 - Present

- Leading the end-to-end design of intuitive web and mobile applications tailored to diverse business requirements in the Middle Eastern market.
- Collaborating with cross-functional marketing and development teams to ensure cohesive brand experiences across digital touchpoints.
- Spearheading visual design and content strategy for digital campaigns, utilizing tools like Meta Ads Manager and Google Ads to drive growth

Content Production & Social SEO

- Lead end-to-end photography and videography workflows, producing high fidelity assets for commercial campaigns and viral Reels/short-form video content.
- Implement advanced keyword strategies in captions and metadata to enhance organic discoverability on Instagram and TikTok, ensuring the brand remains at the top of search results.
- Oversee the visual layout and accuracy of bilingual (English/Arabic) campaigns, ensuring Right-to-Left (RTL) design integrity and cultural relevance for the GCC market.

- **Conversational Banking & AI Logic:** Led the UX strategy for AI-driven banking interfaces, implementing intent mapping to automate complex customer queries, reducing manual support tickets.
- **Flow Optimization:** Designed multi channel chatbot flows for automated loan processing and fraud alerts, ensuring seamless transition from AI bot to human agent (Escalation UX).
- **NLP Integration:** Collaborated with engineering teams to refine Natural Language Processing (NLP) models, ensuring high accuracy for diverse linguistic nuances in global payment gateways.
- **Centenary Bank (Uganda):** Designed and developed user-centric mobile banking applications, streamlining complex tasks such as P2P payments and transfers.
- **Qatar National Bank (QNB):** Developed responsive UIs for global payment gateways and internal applications, ensuring strict compliance and seamless UX.

HITACHI Projects,

CTBC Bank Philippines

- Designed user-centric mobile apps, web applications, and corporate banking platforms that align with the bank's digital transformation goals.
- Conducted user research and usability testing to uncover key pain points and optimize design solutions for better engagement and accessibility.
- Tools: Adobe XD, Figma, Flutter

Qatar National Bank

- Developed intuitive, responsive UIs for payment gateways and internal web applications, ensuring both compliance and excellent user experience.
- Designed and organized sitemaps, user flows, and navigation structures for efficient content discovery and streamlined user journeys.
- Tools: HTML, CSS, Adobe XD

Bank of America

- Designed wireframes and screen interfaces for ATM systems, focusing on accessibility, ease of use, and clarity for a diverse user base.
- Ensured design consistency with brand standards across multiple screen types.
- Tools: Adobe XD, Figma

Cebuana Bank Philippines

- Created interactive prototypes and wireframes to visualize and validate design ideas during early development stages, reducing rework and improving iteration speed.
- Collaborated with cross-functional teams to implement feedback and refine UI across platforms.
- Tools: Adobe XD, Figma, Flutter

Front-End Engineer / UI Developer

December 2020 - March 2022

Alibaba Group (Daraz.lk)

- Managed the UI for 20+ responsive e-commerce pages, ensuring a high-performance shopping experience for millions of users.
- Optimized site performance and loading times through clean layouts and intuitive navigation structures.
- Built interactive front-end interfaces using HTML, CSS, and Alibaba GCP tools to ensure efficient handoff to backend engineering teams.

UI/UX Designer

December 2017 - March 2020

WEGG Sri Lanka

- Retail Dashboards: Developed the WEGG Dashboard, a B2B admin interface for managing retail data for global brands including GAP, Charles & Keith, and American Vintage.
- WEGGtune: Designed and developed a cross-platform mobile application for music professionals to manage playlists and audio equipment.
- Web Design: Crafted the official responsive platform for American Desserts, focusing on visual storytelling and conversion optimization.

EDUCATION & LANGUAGES

Higher Diploma in Computer Based Information Systems (HDCBIS)

2016 -2018

National Institute of Business Management (NIBM), Sri Lanka GPA: 3.10 Completed as the third year of a degree program.

Diploma in Software Engineering (DCSD)

2015 - 2016

National Institute of Business Management (NIBM), Sri Lanka GPA: 3.40 Completed as the first and second years of a degree program.

Languages: English (Professional), French (Intermediate/Ongoing), Arabic (Ongoing Study).