

Dulanjaya Samarajeewa

UI/UX & Web Designer

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With 8+ years of experience in the tech industry, I began as a Full-Stack Software Engineer and later moved into UI/UX design. I'm currently a Web Designer at MotorDesk, a UK-based car dealership management software company, where I work across product UI/UX, websites, social media content and motion graphics. Holding a BSc (Hons) in Software Engineering from the University of Plymouth, UK, I combine development and design expertise to create intuitive, user-centric digital experiences.

EXPERIENCE

MotorDesk Web Designer

Jun 2025 – Present · Full-time

Ipswich, England, United Kingdom · On-site

As Web Designer at MotorDesk, the award-winning dealership management software company (Suffolk Small Business of the Year), I design across the product, dealer websites and the brand's marketing channels.

Key Responsibilities

- Created a new design system for MotorDesk, bringing consistent components, colours and typography across the product.
- Design UI/UX for new features in the MotorDesk dealership management platform.
- Designed AI-driven features and experiences, making AI tools simple and intuitive for dealers to use.
- Use AI-assisted design tools such as Figma AI and Claude to speed up ideation, prototyping and content creation.
- Design and build dealer websites, supporting the managed website service.
- Design graphics for MotorDesk's social media channels, including product updates, announcements and campaigns.
- Produce motion graphics and animated content for marketing.
- Work closely with developers to ensure accurate design implementation.

ICAAL Front End Web Developer and Designer

Oct 2023 – Jun 2025 · Full-time

Southampton, England, United Kingdom · On-site

<https://www.internetconsultancy.pro/>

Designed and developed responsive websites using WordPress, Figma and Adobe XD, delivering visually engaging, high-performance web solutions that improved user experience and met business goals.

Key Responsibilities

- Developed and customised WordPress websites, themes and plugins for client projects.
- Designed user-friendly interfaces and web layouts using Figma and Adobe XD.
- Converted UI/UX designs into fully functional, pixel-perfect web pages.
- Implemented interactive elements, animations and dynamic components using JavaScript and CSS.

SKILLS

User Interface Design

User Experience Design

Web Design

WordPress Design

Design Systems

AI-Driven Design

User Flows & Wireframes

Prototyping & Testing

Mockups

Presentation Design

Motion Graphics

Branding

HTML, CSS, SCSS

JavaScript

Angular 6+, Angular Material

Bootstrap

Git, Jira, SharePoint

Agile & Scrum

TOOLS

Figma

Adobe XD

Adobe Creative Suite

Figma AI

Claude

Webflow

WordPress

CERTIFICATIONS

Design Psychology: Master the Art and Science of UX Design

LinkedIn · Dec 2024

Using AI in the UX Design Process

LinkedIn · Dec 2024

- Optimised website performance, SEO and mobile responsiveness.
- Ensured cross-browser compatibility and accessibility compliance.
- Collaborated with back-end developers to integrate APIs and extend website functionality.
- Handled website maintenance, debugging and troubleshooting.

DashMedia UK UI Designer

Aug 2023 – Oct 2023 · Contract
Darlington, England, United Kingdom

<https://dashmedia.co.uk/>

Created visually appealing, user-friendly designs for websites and digital products, working with developers and stakeholders to align interfaces with brand identity and user needs.

Key Responsibilities

- Designed intuitive UI layouts and wireframes using Figma and Adobe XD.
- Created high-fidelity prototypes and interactive mockups for client presentations.
- Developed design systems and style guides to maintain brand consistency.
- Optimised designs for various screen sizes and devices.
- Improved user experience by refining navigation, typography and visual hierarchy.

Upwork Freelance UI Designer

Feb 2023 – Aug 2023 · Remote (alongside relocation to the UK)

Assette UX Engineer

Dec 2021 – Feb 2023 · Full-time
Boston, MA · Remote

<https://www.assette.com/>

Bridged design and development to create seamless, user-friendly experiences for web and mobile applications that help financial professionals communicate their value to clients and prospects.

Key Responsibilities

- Designed, developed and maintained the product design system following the UX design process.
- Provided guidance to the UX & UI team based on requirements.
- Designed product mock-ups, wireframes, UI elements and prototypes for client requirements.
- Reviewed interfaces built by engineers to ensure design standards were met.
- Gathered and evaluated client requirements with product managers and engineers.
- Created high-fidelity UX prototypes to present design directions to clients.
- Applied consistent design guidelines and global UX standards across the Assette product.

Arimac Senior UI/UX Designer

Oct 2021 – Dec 2021 · Full-time
Colombo, Western Province, Sri Lanka

<https://arimaclanka.com/>

- Led UI/UX design projects from research to final implementation.

Design Thinking: Understanding the Process

LinkedIn · Aug 2023

Learn Figma – UI/UX Design Essential Training

Udemy · Nov 2022

Design Principles for Effective Dashboard Design

Udemy · Nov 2022

UX Strategy Fundamentals

Udemy · Jul 2022

Microsoft 365 Fundamentals

Microsoft · Nov 2019

HOBBIES

Cycling

Photography

- Developed and maintained design systems for consistency across products.
- Collaborated with stakeholders to align design strategies with business goals.

Arimac · UI/UX Designer

Apr 2020 – Nov 2021 · Full-time

Colombo District, Western Province, Sri Lanka

- Designed wireframes, prototypes and high-fidelity UI mockups for web and mobile apps using Figma and Adobe XD.
- Conducted user research, usability testing and data analysis to improve user experiences.
- Created interactive animations and micro-interactions to enhance engagement.
- Optimised UI/UX for mobile responsiveness and accessibility compliance.
- Worked closely with developers to ensure accurate design implementation.

Tech One Global Associate UI/UX Engineer

Jun 2019 – Mar 2020 · Colombo, Sri Lanka

- Designed and prototyped user interfaces using Adobe XD.
- Developed responsive, interactive UI components using HTML, CSS, JavaScript and Bootstrap.
- Conducted user research and usability testing to refine designs.
- Created wireframes, user flows and high-fidelity mockups for web and mobile apps.

ODDLY Associate UI/UX Designer

Jan 2019 – Feb 2019 · Colombo, Sri Lanka

<https://oddly.lk/>

- Designed wireframes, prototypes and UI layouts using Figma, Adobe XD and WordPress.
- Developed interactive and responsive UI components.

Creative Software Full Stack Software Engineer Intern

Jun 2018 – Dec 2018 · Colombo, Sri Lanka

<https://www.creativesoftware.com/>

- Developed and maintained web applications using front-end and back-end technologies.
- Built server-side logic and APIs, and assisted with database design and optimisation.
- Worked in Agile teams with daily stand-ups, using Git and Bootstrap.

SmartValley UI Designer

2017 – 2018 · Sri Lanka

EDUCATION

University of Plymouth, UK

BSc (Hons) Software Engineering – Second Class Upper Division · 2016 – 2019