

JANANI DABARE

UX Design Lead | Digital Experience Designer

"Imbuing **empathy and perspective** through experience and interaction design"

Technical/ Design Skills

UX & Strategy

UX Leadership
Service Design
Design Systems
Wireframing
Rapid Prototyping
Guided Workflows
Responsive Design

Research & analysis

User Interviews
Usability Testing
A/B Testing
Behavioral Analysis
Online Surveys
Competitive Analysis
Personas
Journey Mapping
User flows

AI & Tools

Figma/ Figma Make
Claude Code/Design
Co-pilot
ChatGPT
Gemini
Maze

Frameworks & Technologies

HTML 5/ CSS
Bootstrap/ Ionic/ Bulma

Methodologies

Agile Development/ Scrum
Design Sprints
Kanban
Crazy 8's

Accessibility & Inclusive Design

WCAG-informed design practices
Color-blind accessibility considerations
Inclusive workflow and interaction design

Education

2008 - 2011

BSc. (Hons) Computing (Specialized in Multimedia)

Staffordshire University (United Kingdom), *First class honors*

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📍 Colombo, Sri Lanka

🌐 Website

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Senior UX & Digital Experience Designer with **13+ years** of experience designing **customer-centered web and mobile services across enterprise, CRM, and digital service platforms**. Experienced in leading **discovery, stakeholder engagement, service design, usability testing, and workflow optimisation** initiatives that improve customer and employee experiences. Strong background in translating complex operational processes into intuitive digital services, forms, and workflows. Leverages emerging **AI-enabled design tools** and techniques to accelerate research synthesis, ideation, prototyping, and solution validation.

Work Experience

AI-Enabled Design

- Leveraged GenAI tools (Copilot, ChatGPT, Gemini, Figma Make) to accelerate research synthesis, rapid prototyping, ideation, and design validation.
- Designed AI-assisted scheduling, recommendation, and decision-support experiences for workforce management solutions.
- Designed guided workflows that reduced cognitive load and improved decision-making in complex operational environments.
- Contributed to AI-driven UX concepts including predictive insights, first-time-fix indicators, and exception monitoring

SENIOR LEAD UX DESIGNER | IFS R&D INTERNATIONAL (PVT) LTD

R&D Service Management Team | Sri Lanka, USA, Sweden

2021 - Present

- Lead the delivery of intuitive, scalable digital experiences aligned with user, business, and operational goals.
- Drive discovery, research, and experimentation to inform product and service improvements.
- Shape UX strategy through customer research, usability testing, and behavioral insights.
- Design end-to-end user journeys, **digital forms**, workflows, wireframes, and prototypes that simplify complex processes.
- Apply accessibility and inclusive design principles to create usable experiences for diverse user groups.
- Design and optimize service management workflows that improve scheduling, dispatching, and customer service delivery.
- Contribute to CRM-connected solutions supporting customer requests, scheduling, and service delivery.
- Use usability testing, A/B testing, and analytics to optimize user experiences and task completion.
- Partner with product, engineering, and business stakeholders to deliver customer-centered solutions.
- Influence product direction through data-driven UX insights while mentoring UX designers.

CONSULTANT UI ENGINEER | MAZARIN (PVT) LTD

Software product development | Sri Lanka, Sweden

2012 - 2021



Collaborated with a cross-functional development team using agile/Scrum methodology from the outset. Conducted user research, created user flows, wireframes, and prototypes, and mentored fellow UX designers. Contributed to the implementation of design front-ends and established guidelines for writing reusable, maintainable CSS.

WEB DESIGNER | POORANEE INSPIRATIONS (PVT) LTD

Design and revamp government web portals | Sri Lanka

2011 - 2012

Contributed to the development team by providing wireframes, prototypes, and responsive web designs, as well as creating animations and marketing materials. Implemented front-end designs using HTML and CSS. Conducted training sessions to educate users about the product and developed workshop materials and branding assets.

Professional Skills & Experiences



Empathy & intimate communication

I have a strong curiosity about human stories and behaviors, as well as the broader impact they create. Engaging closely with people allows me to uncover underlying mindsets and identify crucial details within problem spaces. With strong listening skills and empathy, I passionately advocate for user-centric approaches. This ability has contributed to my success in recent UX projects and previous design collaborations with diverse creative teams.

Collaboration

I **thrive in team environments and collaborate** regularly with various teams. Depending on the project phase, I work with leadership and development teams to define business goals, user stories, and visual elements, as well as to translate designs into code. I prioritize **giving and receiving feedback constructively** when working with teams.

Multitasking

I am **adaptable** and can shift between multiple projects based on priority levels. By **effectively organizing my time and workload**, I can manage and complete a variety of tasks throughout the day.

Curiosity and continuous learning

I have a habit of exploring new tools, techniques, and processes. Recently, I've delved into **usability testing** and discovered that **Maze** is one of the most effective tools available for this purpose.

Wireframing and prototyping

I consistently use **interactive prototypes** to communicate design ideas to the team, as I believe this is the most effective way to save time, test designs, identify mistakes, and enhance the product before development. I primarily use **Figma** for creating these prototypes.

Conferences

Workshop Leader | IFS Unleashed 2024 | Orlando, USA

Facilitated a hands-on workshop on usability testing, guiding participants through a range of interactive prototypes. Provided actionable insights and practical strategies for improving user experience through effective usability testing techniques.

Participant | Interaction 22, New Orleans, Louisiana | 2022

Attended keynotes and workshops on emerging trends in interaction design, including inclusive design, design biases and design for accessibility. Gained new perspectives on user-centered design frameworks, prototyping tools and AI in design. Expanded knowledge on current industry challenges and best practices for creating engaging, accessible user experiences.

References

Available on request

Projects

Mobile Workforce Management (MWM)

Service Design, IFS R&D International (Pvt) Ltd

A large-scale enterprise initiative focused on improving end-to-end workforce operations, including planning, dispatching, scheduling, and field execution. The project aimed to simplify complex operational workflows, support better decision-making, and improve efficiency for both dispatchers and field users through intuitive, user-centered digital experiences.

Played a senior lead role across discovery, design, and validation activities. Led user research, stakeholder workshops, and usability testing to understand service delivery challenges and customer needs. Translated business and operational requirements into user-centered digital solutions, workflows, and service experiences that improved efficiency and reduced user effort. Partnered with product and engineering teams to deliver scheduling, dispatching, and CRM-connected solutions. Applied accessibility and evidence-based design practices to support diverse user groups, while validating AI-assisted concepts such as recommendation systems, intelligent prioritization, and workflow guidance to improve decision-making and reduce cognitive load.

Deliverables: Research & Analysis, Service Design, Customer Journey Mapping, Ideation & Prototyping, Usability Testing, Accessibility Reviews, AI Concept Validation.

Service Management Dispatch console "Gantt/Map" & Mobile Work Order App

Service Design, IFS R&D International (Pvt) Ltd

A digital service platform designed to support customer request management, scheduling, dispatching, and field service delivery. The solution simplified complex operational workflows and improved service efficiency through intuitive, user-centered experiences.

Mobile work order App provides support for field service engineers to access information, manage and control their work requests easily.

Led the product's UX vision from discovery through validation, working closely with stakeholders, product teams, and engineers. Conducted user research, usability testing, and workflow analysis to understand the needs of dispatchers, planners, technicians, and service organizations. Translated insights into customer journeys, service workflows, wireframes, and interactive prototypes that simplified complex scheduling and dispatching tasks. Designed guided experiences that supported decision-making, improved productivity, and reduced cognitive load. Applied accessibility and inclusive design principles, including considerations for color-blind users, while contributing to the evolution of the IFS design system. Explored AI-assisted capabilities such as worker recommendations, intelligent prioritization, and decision-support experiences to improve operational efficiency and user experience

Deliverables: Research & Analysis, Service Design, Customer Journey Mapping, Workflow Design, Ideation & Prototyping, Usability Testing, Accessibility Improvements, AI Concept Validation.

Technician Late Check-In widget for IFS Home

Service Design, IFS R&D International (Pvt) Ltd, 2024 - Present

The Late Check-in widget supports technicians throughout the day by ensuring timely check-ins, monitoring progress and exceptions, and enabling proactive customer communication when delays occur.

Designed and led the Late Check-In widget to support technicians through proactive monitoring, exception handling, and timely customer communication. Delivered a predictive, user-centered solution that improved task completion reliability and operational visibility.

Deliverables: Research & analysis, Ideation and prototyping, Usability testing

Svea Husbilar Customer Relationship Management Solution

CRM Design, Mazarin (Pvt) Ltd

The Customer Relationship Management Solution for a vehicles brokerage company which is launched with the intentions of optimizing the efficiency of the business flow.

Led UX activities for a CRM solution supporting customer interactions and business operations for a vehicle brokerage company. Conducted stakeholder interviews, user research, journey mapping, and competitive analysis to understand customer and business needs. Designed web and mobile experiences, workflows, and prototypes that improved operational efficiency and customer engagement.

Deliverables: Research & analysis, Ideation and prototyping, Frontend Implementation, Usability testing