

Sandy Galabada

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Senior Product Designer

11+ years of experience in UX design, Research, frontend development, and engineering. Led UX design and research initiatives to reduce EV delivery process in 3 weeks, rebranded Burgundy to compete globally and helped Algomerchant resulting in a 37% rise in registered users, a 66% increase in daily logins, and a 55% boost in sales value.

WORK EXPERIENCE

Product Designer • Singapore • Full-time

Edde Singapore

Mar 2022 - Present

Smart mobility, Electric Vehicle Resale, end-to-end customer experience for personal mobility.

- Led Edde's product team's UX design and research, improving ERP, employee allocation, order/inventory management, accelerating EV delivery by 50% (from 7 to 3 weeks).
- Created seamless electric vehicle purchasing experiences by working closely with Designers, Product Managers, and Engineering teams from multiple locations.
- Combine UX design and market research skills to help various teams improve quality for products. mentored, and grew a team of 15 employees.

Design Strategy Consultant • Colombo, Western, Sri Lanka • Full-time

Burgundy Consultants (Pvt) Ltd

Feb 2020 - Mar 2022

Brand consulting and design firm specializing in innovative and comprehensive design services

- Led a 5-member design team, mentoring and recruiting for other teams. Offered cross-team leadership, impactful design direction, and valuable feedback.
- Led discussions with seniors, aligning design initiatives to 5-year roadmap. Allocated resources, prioritized tasks across domains to increase the client base by 100% in 5 years.

Senior UX Designer • Singapore, Singapore • Full-time

Deskera

Mar 2019 - Feb 2020

SaaS enterprise software offering an array of solutions: Accounting, ERP, Inventory, CRM, Payroll, and HRMS.

- Guided new design experiences (agile), strategizing HRM solution's future iterations in Deskera's Enterprise Suite, boosting client base by 20-30%.
- Enhanced features via active user research, boosting performance. Successfully revamped app in 3 months for expansion into new markets, growing client base.
- Collaborated closely with engineers and product managers at every step of the production cycle.

User Interface Architect • Central Singapore • Full-time

AlgoMerchant Pte Ltd

Jan 2017 - Feb 2019

Startup | Utilize artificial intelligence through SAAS for Fintech stock market solutions. (Case study

<https://www.iamsandy.com/algowinner-360-solution/>).

- Managed diverse surveys for user feedback and User Needs, drove mobile and web development at Algomerchant, resulting in 37% user rise, 66% more logins, and 55% sales boost.
- Crafted visuals, analyzed web data, and led mobile app creation and web revamp, achieving impressive user growth, daily logins, and sales surge at Algomerchant.

Senior UI/UX Engineer • Colombo, Sri Lanka • Full-time

Xinfinit

Jul 2015 - Dec 2016

A German fintech startup company specializes in stock market-based SaaS solutions

- Designed the web App for Xinfinit, enabling financial experts in European countries to generate, compare, and distribute apps and widgets from different web app providers.
- Applied recent research to identify best design elements for UX. Created storyboards for visualizing designs and conveying project plans to clients and management.

UI Engineer

DirectFN

Mar 2012 - Jan 2015

A multinational fintech company offering multichannel stock market-based SaaS solutions.

- Led innovative recruitment web design, aligned with strategy for future iterations. Collaborated closely for advanced DirectFN portal across 10+ countries.
- Presented tech talks, introduced designs, enhanced features through research. Crafted clear design communication at DirectFN with storyboards, mockups, design Tools and prototypes.

Web Designer • Colombo, Western, Sri Lanka • Full-time

Elite Web Studio

Sep 2010 - Mar 2012

Innovative web agency specializing in creative design and web applications.

- Collaborated with a skilled team of web developers to handle the front-end (HTML, CSS, JS and WordPress) development of client websites and Digital Products .

EDUCATION

Master or science in Strategic Marketing

Cardiff Metropolitan University • United Kingdom • GPA: Credit

Jan 2020 - Aug 2021

Thesis Title: Impact of social media marketing on impulsive purchasing behavior: An empirical study on the online fashion retail industry (earned a distinction)

Higher National Diploma in Visual Communication

Pearson Education • Colombo, Sri Lanka • GPA: Distinction

Jan 2013 - May 2016

University journey enriched diverse skills: design, marketing, branding, behavioral economics.

CERTIFICATIONS

UX Specialization

Google

Apr 2022 - Present

SKILLS

A/B Testing, Adobe XD, Consumer Behavior, Creative Problem Solving, Figma, Frontend Development, Implement WordPress, Information Architecture, Interaction Design, International Marketing, Market Research, Prototyping, Responsive Design, Usability Testing, User Experience, User Experience Design (UED), User Flows, User Interface Design, User Research, User-Centered Design, Visual Design, Wireframing