

# LAKNA JAYASINGHE

**USER EXPERIENCE (UX)  
RESEARCH, CONSUMER  
BEHAVIOR, BUSINESS  
DESIGN, DESIGN THINKING**

## RESEARCH METHODS

Survey & Questionnaire Development, User Research, Think-aloud Technique, Structured Interviewing, Statistical Analysis, Usability Testing, Wireframe & Prototype Development & Testing, Affinity Mapping, Note-taking & Transcribing, Test Script Writing, Data Visualization, Dashboard Design, Heuristic Evaluation, User Story & Persona Development.

## SURVEY / SOFTWARE / DESIGN SKILLS

Qualtrics Survey Software, Google Surveys, Microsoft Forms, Hootsuite, SurveyMonkey, R Studio, Google Analytics, Microsoft Excel, SPSS, JASP, Adobe XD, Adobe Creative Suite, Mockflow, SolidWorks CAD, Balsamiq

## LEADERSHIP & EXTRACURRICULAR ACTIVITIES

- Social Media Co-Chair, Student Activities Committee, Hope College
- Webmaster, Mortar Board, Hope College
- Secretary, Hope's Asian Perspective Association, Hope College
- Traditional Sri Lankan Dance, The Chitrasena Dance Academy

## ACADEMIC RESEARCH EXPERIENCE

- Examined impact of sleep quantity & quality on behaviors of preschoolers (Aug 2017 - May 2018)
- Collected Fitbit data on sleep activity, & performed memory & socio-emotional assessments
- Presented findings at the Midwestern Psychological Association Conference

## CONTACT INFORMATION

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## EDUCATION

### Master of Science in Human Factors Psychology

University of Idaho, May 2020

Moscow, ID, U.S.A

Cumulative GPA: 3.83/4.00

Relevant Coursework:

- Introduction to Human Factors
- Human-Computer Interaction
- Advanced Research Methods
- Engineering Psychology
- Statistical Analysis
- Ergonomics & Biomechanics

### B. A. in Psychology with Minor in Computer Science

Hope College, May 2018

Holland, MI, U.S.A

- Dean's List - 2014, 2015, 2016, Spring 2018
- Senior Sigma Xi Research Award in Psychology - Spring 2018

## PROFESSIONAL EXPERIENCE

### User Experience (UX) Researcher

UX Research Team – Arimac Lanka (July 2020 - Present)

Colombo, Sri Lanka

- Spearheaded in-person & remote design thinking workshops with 9 companies across 6 industry domains (Healthcare, Tourism, Local Government, E-commerce etc.) over multiple regions (Sri Lanka, Kuwait)
- Extracted insights on consumer behavior from design thinking workshops
- Converted user & business requirements to creative features & design solutions on user interfaces (Web & Mobile) in agile environment
- Developed online surveys & questionnaires to explore user behavior & sentiments
- Conducted UX audits on digital systems via heuristic evaluation
- Developed consumer experience journeys & empathy maps
- Developed research reports with user personas & competitive analyses
- Analyzed engagement in existing websites via Google Analytics to inform design decisions
- Completed internship from Jan 2020 to July 2020

### Web & Digital Team Intern

University of Idaho (Jan - May 2020)

Moscow, ID, U.S.A

- Provided redesign recommendations for current University Homepage
- Developed online survey using Qualtrics to gather stakeholder feedback
- Conducted heuristic markup, reviewed usability guidelines specific to University websites, & conducted a competitive analysis on University websites

### Teaching Assistant

University of Idaho (Aug 2018 - May 2020)

Moscow, ID, U.S.A

Taught principles of public speaking & effective communication through guided discussion & experiential learning. Also assisted in Introduction to Psychology, Cognitive Psychology, & Sensation & Perception courses.