



# Duminda Aluthgamage

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I'm a Product and Service Designer with a deep interest in understanding systems and creating conversations. My transdisciplinary, entrepreneurial approach, allows me to be adaptable to a wide range of contexts.

## Skills

### Design

Wireframing, Rapid Prototyping, Presentations, Visual Design, Voice Design

### Design Research & Testing

Academic Research, Ethnographic Research, User Interviewing, Coding, Synthesis, Usability Testing

### Other Skills

Content Strategy, Process Modeling, Project Management, Business Strategy, Technical Writing, Workshop Facilitation

### Tools

Adobe CC (Illustrator, Indesign, Photoshop), HTML/CSS, Keynote, PowerPoint, Premiere Pro, MS Excel, SQL, Sketch, Figma, Omnigraffle, Trello

## Education

**University of Washington // 2017 – 2018**  
Masters of HCI + Design

**University of Melbourne // 2011 – 2014**  
Masters of International Relations

**University of Melbourne // 2003 – 2007**  
Bachelor of Commerce

## Selected Clients

Westpac Banking Corporation  
Mitsubishi  
Australian Government DHS  
The Wurundjeri Land Council  
Pedders Australia  
Infiniti Motors

## Experience

### Cadence // Apr - Aug 2018

Designer & Researcher // Seattle, USA

Cadence is a Service that allows seniors to find, sign up and attend activity groups in their community. This was a Graduate Capstone project addressing social isolation.

- Design research; Conducted academic research, competitor analyses, research plans, user & expert interviews, ethnographic studies, secondary research and UX testing to determine needs and iterate accordingly.
- Ideation & Prototyping; Created sketches, lo-fi visual prototypes, dialogue prototypes and storyboards.
- Service Design; Created service documentation such as ecosystem maps and customer journey maps. Designed the Voice User Interface. Created visual and video artifacts to prototype the service.

### TestMate & Salt & Fuessel // Jan 2014 - August 2017

Co-Founder // Melbourne, Australia & Toronto, Canada

I co-founded and ran these boutique design and user research agencies with clients across multiple industries.

#### *TestMate (www.testmate.com.au)*

- Product Design; Designed and implemented entire TestMate product, including processes, project artifacts, branding and strategy. Led website creation.
- User Experience Testing; create project briefs, wrote test plans, synthesized results, UX recommendations.

#### *Salt & Fuessel (www.saltandfuessel.com.au)*

- UX Design; Wireframes, Information Architecture and Content Strategy for desktop and mobile websites.
- Digital Production; Email marketing campaigns, Web Project Management, Social Media Marketing.
- Creative Direction; worked with designers to develop design direction aligning with goals and needs, defending design rationale to stakeholders.
- Business Strategy; Account management, Sales Proposals, Presentations, Operations (Finance, HR).

### ANZ Banking Corporation // Jan 2009 - Jan 2013

Multiple Roles // Melbourne, Australia

- Credit Decisions Systems Analyst
- Compliance and Operational Risk Analyst