Anu Jayasinghe

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Experience

Lead Experience Designer / Publicis Sapient
New York, NY / 2021 - Present
- Led a design team and collaborated with engineering and product to design and launch a new K-12 education platform for our clients
- Led a design team to prototype assistant experiences across channels and touchpoints to help clients understand how they could most effectively use an assistant to provide a better customer experience
- Led a design team across 5 internal and external products that spanned iOS, Android, and web

Product Design Consultant / Oonee
New York, NY / 2022
- Designed Oonee's first mobile app to allow people to access their public bike storage facilities

Product Design Consultant / Conducto
New York, NY / 2019 - 2021
- Provided design services for an early stage startup
- Helped define the visual brand and design system
- Worked closely with founders and engineering team to design and implement key features

Senior UX Designer / Publicis Sapient
New York, NY / 2018 - 2021
- Established a design system for an investment product by partnering with their design and engineering teams
- Defined a 3 year vision for a legacy product that a finance client was struggling to evolve
- Defined a vision for a client's digital marketplace, while redesigning the current experience to meet the 5 year goal

UX Designer / IBM
New York, NY / 2015 - 2018
- Led design for a new iOS and Android app that allows users to monitor and manage their IBM mainframes
- Used design thinking practices with teams across IBM to help define project goals and create measurable user value

Education

Carnegie Mellon University
Pittsburgh, PA / May 2015 BFA in Industrial Design

Skills

Product Design
UX Design
UI Design
User Research
Prototyping
Design Thinking
Experience Strategy
Figma & Sketch
Principal
InVision
Adobe CC

Leadership

Design Thinking Facilitator
Taught Design Thinking principals and methadoligies for General Assembly, NYC Dept of Education, Designation Conference, and IBM executive trainings.

Volunteer Activities
- AIGA Mentor
- Teen STEAM Conference Panelist and Facilitator