

AJ Hemaratne

VP | Design Director
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www.hemaratne.com

EXPERIENCE

VP / XD Lead (Mobile App / Web)

Bank of America

April 2019 - Present

- Proactively seeks out strategic partnerships across BOL product line at every level
- Builds strong relationships with product, tech, and business representatives as well as participants
- Communicates and evolves XD practice, design system, and craft by leading design meetings and actively participating in design critiques

Head of UX

Cove Interactive

January 2015 - March 2019

- Directed the consumer UX design team and front-end team for MJ Group in multiple digital teams including their MVP team
- Led and drove the development and design architecture for the mobile friendly In2 app for Loomis Sayles

UX UI Manager

John Hancock Retirement Plan Services

October 2013 - July 2015

- Mentored the UX Team
- Maintained app design and project standards
- Served as the bridge between developers and other cross-functional teams to ensure user friendliness and usability of their intranet web and first mobile app MyLifeNow, powered by Sencha Touch

EDUCATION

- M.A. in IT Management
Webster University, MO
- BSc in Applied Computing
Northumbria University, UK

SKILLS & TOOLS

- Team Management
- PM / Creative Direction
- Pen & Paper
- Sketch / InVision
- ADA / WCAG 2.1 / Accessibility design
- Figma
- Adobe XD
- Adobe CC - Photoshop, Illustrator
- Adobe InDesign for print work
- HTML
- CSS
- Javascript
- React JS / React Native
- Angular JS
- Responsive Web
- User Research
- Usability
- MarvelApp
- Origami
- iRise
- Omnigraffle
- Sencha UI / Sencha Touch
- Zeplin

Creative Lead - Global Web

Cognex

April 2011 - October 2013

- Designed and maintained the global web and partner portal
- Partnered with engineering to deliver performance tests and create rich, intuitive UI for the B2B and B2C end users

Best Practice Solution Engineer

Ektron

August 2008 - April 2011

- Provided designs and guidelines for Ektron clients as a hybrid UX/UI role
- Executed site audits and web usability testing

UX / Web Usability Analyst

Mintel, London UK

May 2006 - December 2006

- Reviewed existing designs and provided feedback for usability and AB testing for all products including Mintel's premier and the largest catalog - GNPD

Art Director / 2D Animator

XVisual Studio

August 2004 - May 2006

- Designed and implemented interfaces for the client portal [Flash/ActionScript]

Concept Designer

Intelliccept Ltd

January 2003 - July 2004

- Built prototypes and interactive CD portfolios for companies like Volvo, Audi and Jeram Tech
- Used Macromedia Flash/Director, 3DS MAX, and MAYA

Beamer

Founder / Concept Designer

January 2001 - January 2003

- Created UI interfaces for Fruity Loops
- Maintained product site for Vzone Bros

ACHIEVEMENTS

- Dalbar Ranking 2020 - Best 401k App
- NYL 2014 - Best Sencha App
- Cognex 2012 - Best Partner Portal
- INGRIN, Netherlands 2003 - Silver Medal
- INGRIN, Netherlands 2002 - Bronze Medal
- District 3220 Z VI 2002 - Interactor of the Year

PUBLICATION

- US Lanka - Issues 1-4 2015 (Art Director)

OTHER WRITING

- ProSpeed - Site Analysis 2020
- Cove Interactive - Case Study "MJG" 2019
- Cove Interactive - "In2 Architecture" 2017
- Mintel Journal - Quarterly 2006
- Northumbria Connect - Summer 2005

SPEAKING

- MJ Group Synergy - 2018
- Cognex CX Seminar - 2013
- Strategy & Approach - Regents College 2006
- SELA, Sri Lanka - Annual Awards 2003

AFFILIATIONS

Non-profit volunteer for over 20 years with 8 years in non-profit leadership:

- SLANE USA - 8 years
- Youth Soccer coach - 6 years
- Interact Club - 6 years (SL)
- Rotaract Club - 3 years (UK)
- ADA Ally - 2 years
- LGBTQ+ Ally - 2 years
- Youth Basketball coach - 2 years
- American Red Cross - 1 year

INTERESTS

- DJing
- Fashion Photography
- Basketball
- Formula1 Racing