DIGITAL PORTFOLIO

VENUSHKA PERAMAPALM | UI/UX DESIGNER



Hello, I’m Venushka.

Let me tell you a bit about myself

I am a UI/UX designer who finds joy in understanding people’s needs and crafting experiences that simplify their lives. My focus lies in the humanistic approach to design, valuing aesthetic principles.

I acquired my design and development skills through the Interactive Media Design program at Algonquin College. With experience as a UI/UX designer in my home country and an additional 2 years as a graphic designer, I am now seeking opportunities in Canada.

During my free time, I indulge in sketching and watercolor painting, along with a passion for photography. While I’m not very active on social media, I occasionally share my work on these accounts if you’re interested in knowing more.

LinkedIn Behance Dribbble 500px

Education

Diploma in Interactive Media Design

Algonquin College, Ottawa, Ontario.

Awards and Distinctions

Dean’s Honour List in 2022 and 2023 with a 3.91 GPA.

Acquired comprehensive skills in UI/UX design, development, and dynamic media development, demonstrated through successful completion of interactive media projects. My effective project management ensures design solutions align with user expectations, and building dynamic websites using current best practices.

Certificate in Graphic Design

Esoft Metro Campus, Colombo, Sri Lanka.

Mastered skills in Adobe Creative Suite, exploring techniques for crafting layouts and compositions in both print and digital media.

Experience

UI/UX Designer | Ceffectz Pvt Ltd | May 2014 - Jan 2022 | Colombo, Sri Lanka

Conducted user research, employing qualitative and quantitative analysis. Utilized design thinking and Adobe Creative Suite to create personas, mood boards, and user journeys. Produced high-fidelity wire-frames and prototypes using advanced UI/UX design skills in tools like Figma and Adobe XD. Improved UX testing with methods like focus groups and click testing, showcasing proficiency in user research and Maze. Collaborated effectively with cross-functional teams, ensuring seamless communication and high-lighting strong teamwork and communication skills.

Graphic Artist | hSenid Software International | May 2014 - Jan 2022 | Colombo, Sri Lanka

Collaborated seamlessly with marketing teams, showcasing graphic design proficiency in creating engaging social media graphics and digital marketing materials. Through meticulous attention to detail, I ensured the quality of final products while working with printers and vendors. Maintained a cohesive visual identity across platforms, employing brand guidelines for enhanced recognition and user experience. Crafting impactful brand elements like logos and promotional materials showcased my creativity and strong focus on brand identity and storytelling.

Dream Cones Website Design

Problem

Dream Cones faced a hurdle in expanding beyond its local origins, evolving from a home-based venture to a small shop in Ottawa with unique ice cream offerings tailored to different moods. The additional challenge lay in the absence of an online presence, impeding the effective spread of its name and story to a broader audience.

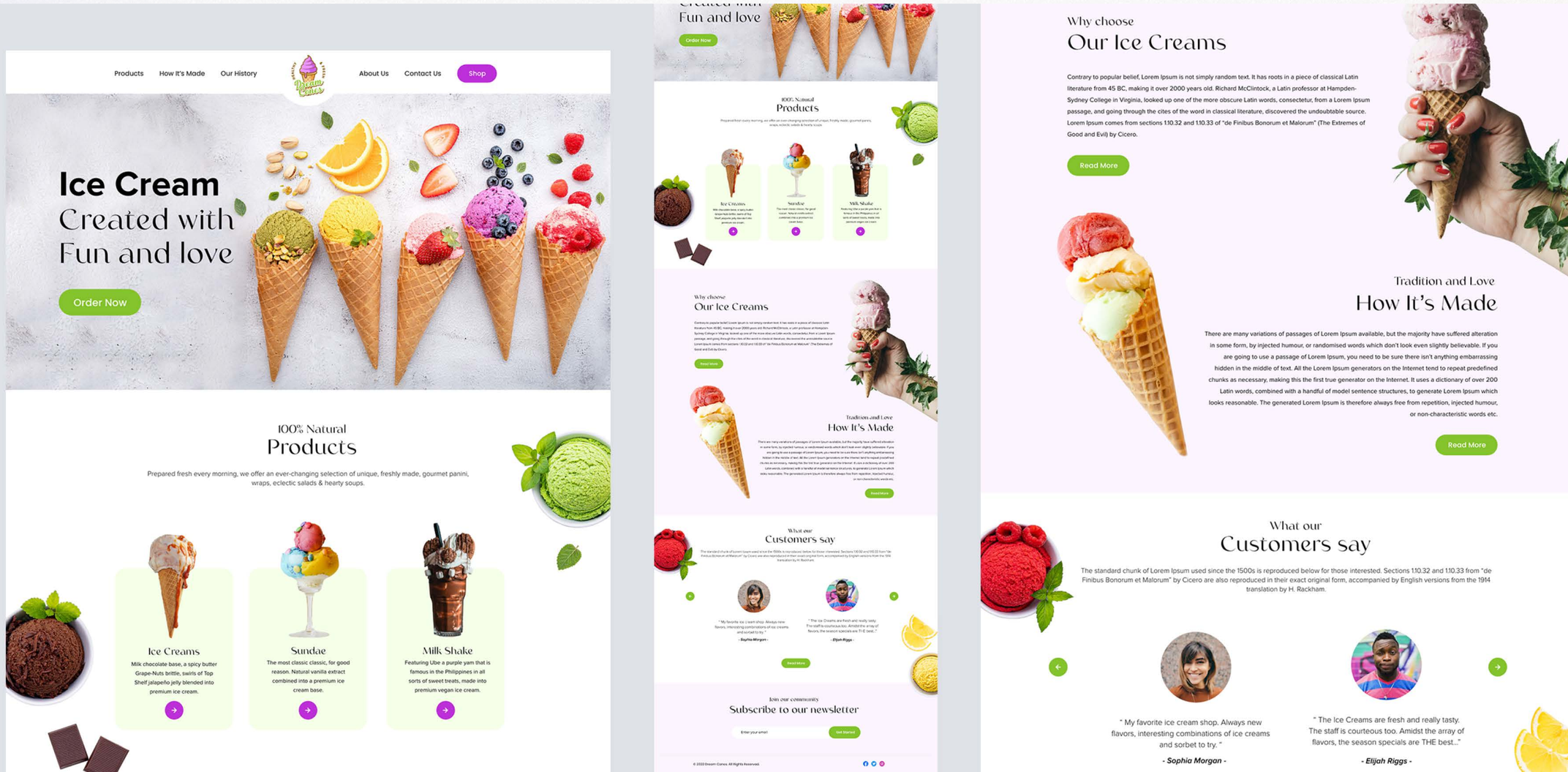
Solution

The solution was a comprehensive website showcasing Dream Cones' ice cream offerings. It featured an enticing product display and an 'About' section, offering insights into Dream Cones' origin, values, and passion for creating delectable treats. This virtual storefront broke down geographical barriers, allowing Dream Cones to reach a wider audience.

Result

The Dream Cones website overcame growth challenges, establishing a dynamic online presence with product displays, an 'About' section, and key pages like contact, shop, and products. This expansion beyond local roots serves as an effective tool, allowing Dream Cones to share its story, attract new customers, and continue delighting ice cream enthusiasts.

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Superfood Mobile App Design

Problem

Many individuals face challenges in finding convenient and reliable sources for recipe inspiration, cooking guidance, and meal planning, hindering consistent home cooking. These obstacles often lead to a lack of variety and excitement in home-cooked meals.

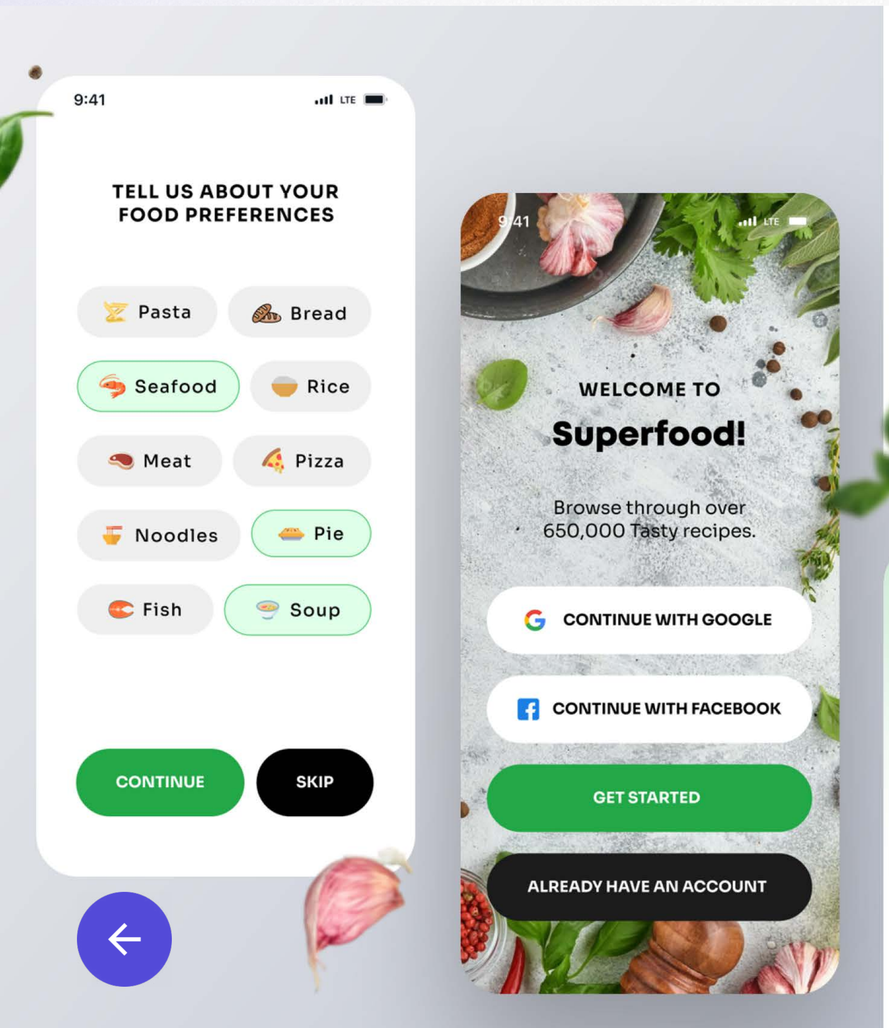
Solution

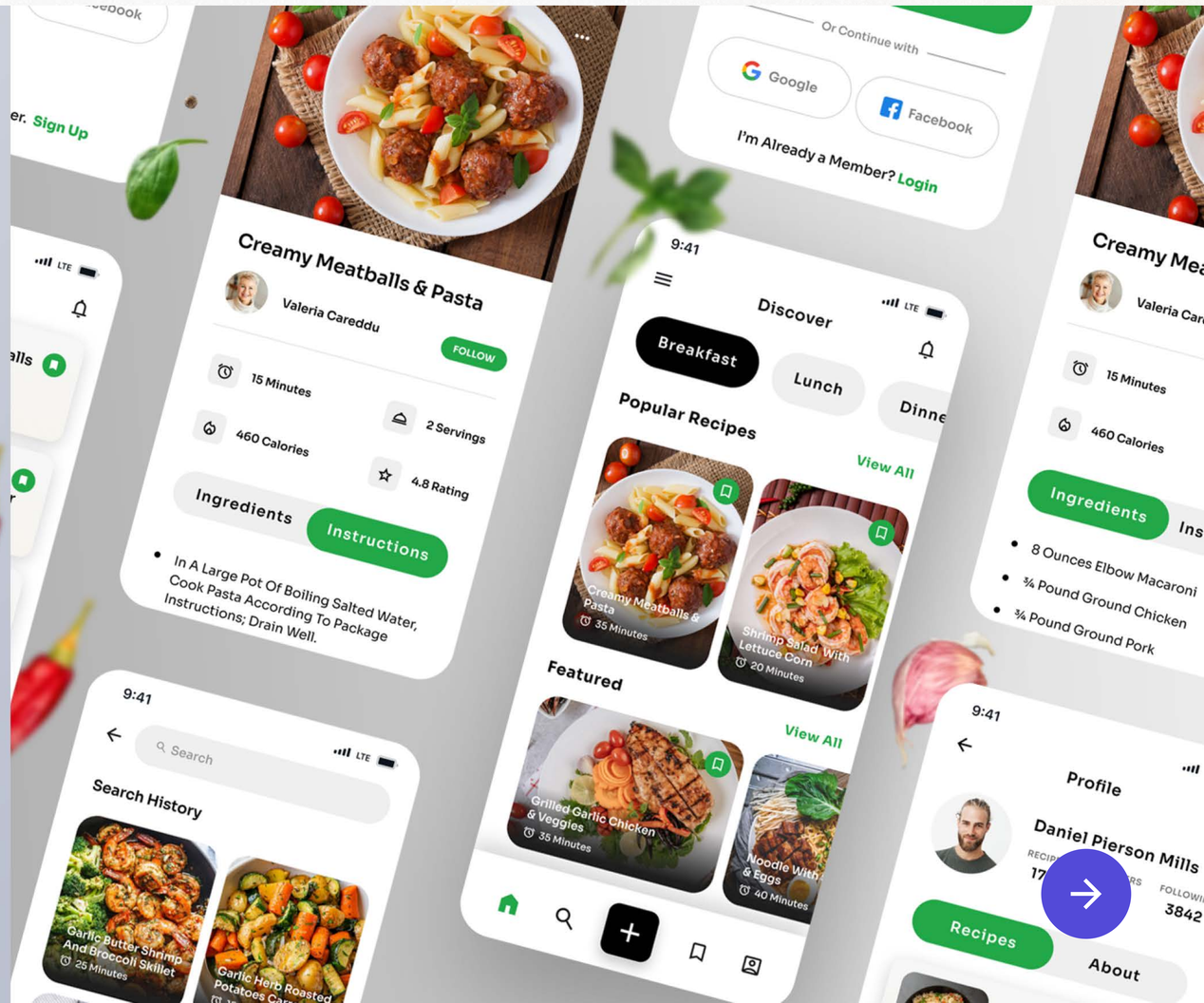
The app provides a holistic solution, offering a wide variety of recipes, detailed cooking instructions, meal planning tools, and nutritional insights. By addressing common issues such as time constraints, limited culinary expertise, dietary restrictions, and inspiration gaps, the app aims to empower users with the knowledge and resources necessary for a consistent and delightful home cooking experience.

Result

The app's comprehensive approach results in users gaining confidence and efficiency in their home cooking endeavors. By seamlessly providing solutions to prevalent issues, users can enjoy a broader range of delicious and varied meals, fostering a newfound joy and satisfaction in their culinary pursuits.

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Canada West Boots Website Re-Design

Problem

Canada West Boots faced challenges with their online presence no dedicated retailer section for partners, hindering resource access. End-users struggled with finding stores, accessing product details, and understanding the brand's craftsmanship. Addressing these concerns was crucial for an enhanced user experience and improved accessibility for both retailers and customers.

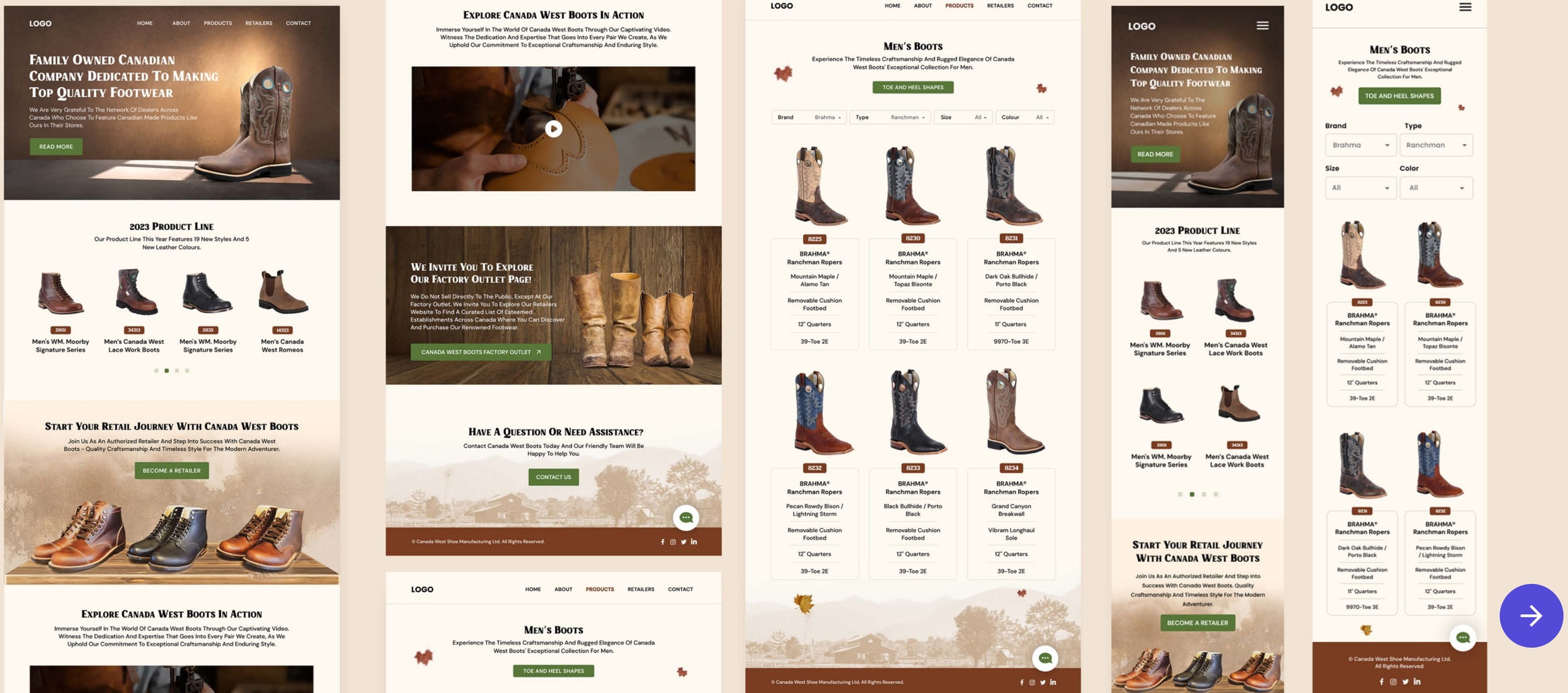
Solution

The solution encompassed a website redesign for Canada West Boots, introducing a dedicated retailer section for easy access to resources and product information. The end-user experience was optimized for intuitive navigation, allowing seamless store location, access to detailed product specs, and an understanding of the brand's craftsmanship.

Result

The new website tackled the challenges, providing a more user-friendly experience for business partners and end-users. addition of a dedicated retailer section improved accessibility for partners, facilitating resource access and onboarding information. the optimized end-user experience addressed concerns related to store location, product details, and brand identity.

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ParkMeApp Logo Design

Problem

In the dynamic world of digital branding, the challenge persists for companies to distinguish themselves, attract attention, and cultivate authentic connections with their audience. ParkMeApp, a cutting-edge parking application, recognized the need to enhance its visual identity to better communicate its purpose and establish a stronger bond with users.

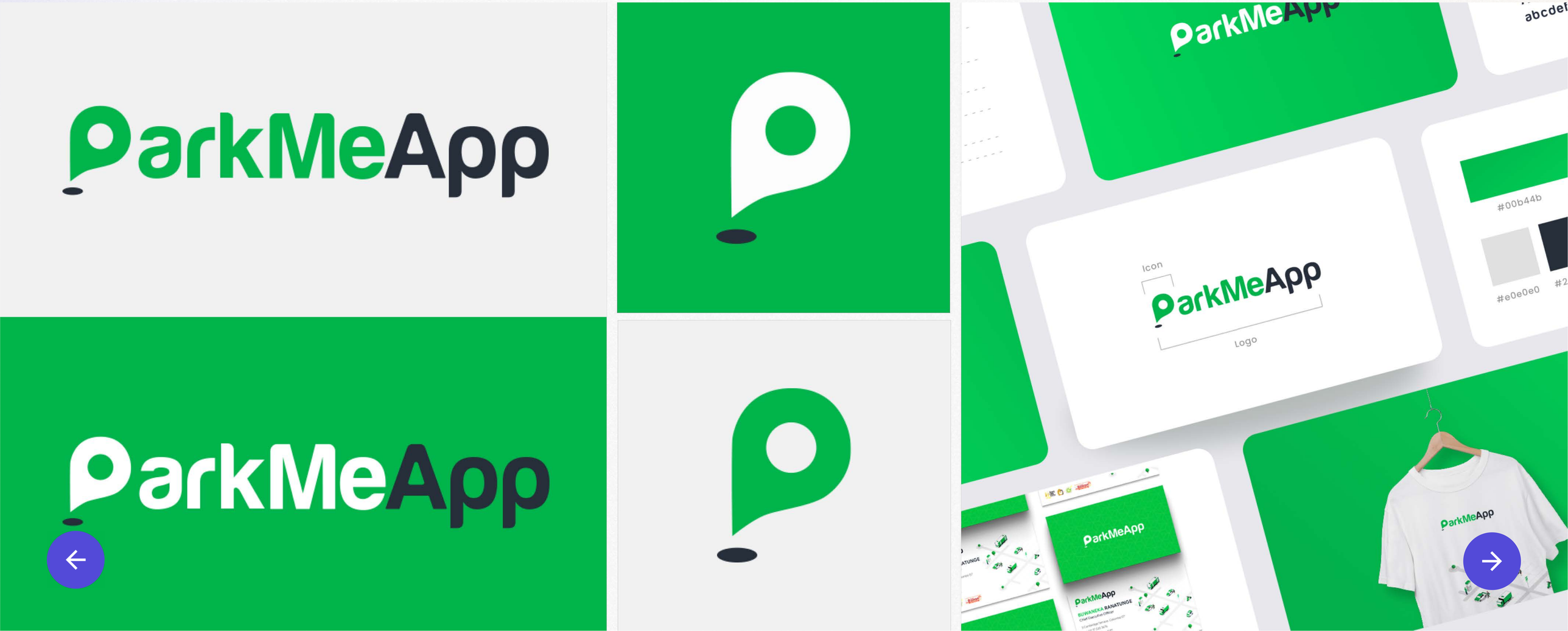
Solution

To address this challenge, a strategic logo redesign was implemented. The key element of the redesign involved incorporating the letter ‘P’ seamlessly into a location icon. This not only added a distinctive and memorable touch to the logo but also intuitively conveyed the app’s core function providing location-based parking solutions.

Result

The revamped logo successfully captured the attention of users and potential customers. This strategic redesign now serves as a powerful tool for ParkMeApp to stand out in the crowded digital landscape, fostering stronger connections with its audience and reinforcing its position as a user-friendly and reliable parking solution.

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Ceffectz Logo Design

Problem

Ceffectz, a forward-thinking design company, found itself in a visual identity dilemma with an outdated logo that failed to align with its modern approach and business goals. The challenge lay in creating a logo that not only reflected the company's creativity but also fostered genuine connections with its diverse audience.

Solution

The new Ceffectz logo features a custom-designed 'C' shape with vibrant orange and yellow gradients, adding contemporary flair. This bespoke design visually represents Ceffectz's commitment to impactful and dynamic designs. The sleek sans-serif font for remaining letters reinforces the company's dedication to clean, modern design principles.

Result

The revamped Ceffectz logo achieves a fresh, modern identity resonating with core values. Modern gradients infuse dynamism, capturing the target audience's attention. This powerful tool fosters genuine connections, communicating Ceffectz's commitment to designs that contribute to business growth.

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Travel Bubble Logo Design

Problem

An upcoming travel blogger embarking on her journey sought a distinctive logo to effectively convey her brand and connect with her target audience. The challenge lay in crafting a visual identity that captured the essence of her travel adventures while appealing to a diverse audience.

Solution

The solution was a carefully crafted logo featuring a person on a swing between two coconut trees against vibrant waves, incorporating a blend of orange, red, blue, and green as per the client's request. This dynamic composition encapsulates the travel blogger's colorful experiences and resonates with her diverse audience.

Result

The Travel Bubble logo visually embodies the travel blogger's brand with a captivating portrayal of a swing, coconut trees, and waves, symbolizing leisure, adventure, and coastal exploration. The vibrant color palette aligns seamlessly with the client's vision, making it a distinct and appealing identifier. This logo effectively connects the blogger with her audience as she ventures into the world of travel blogging.

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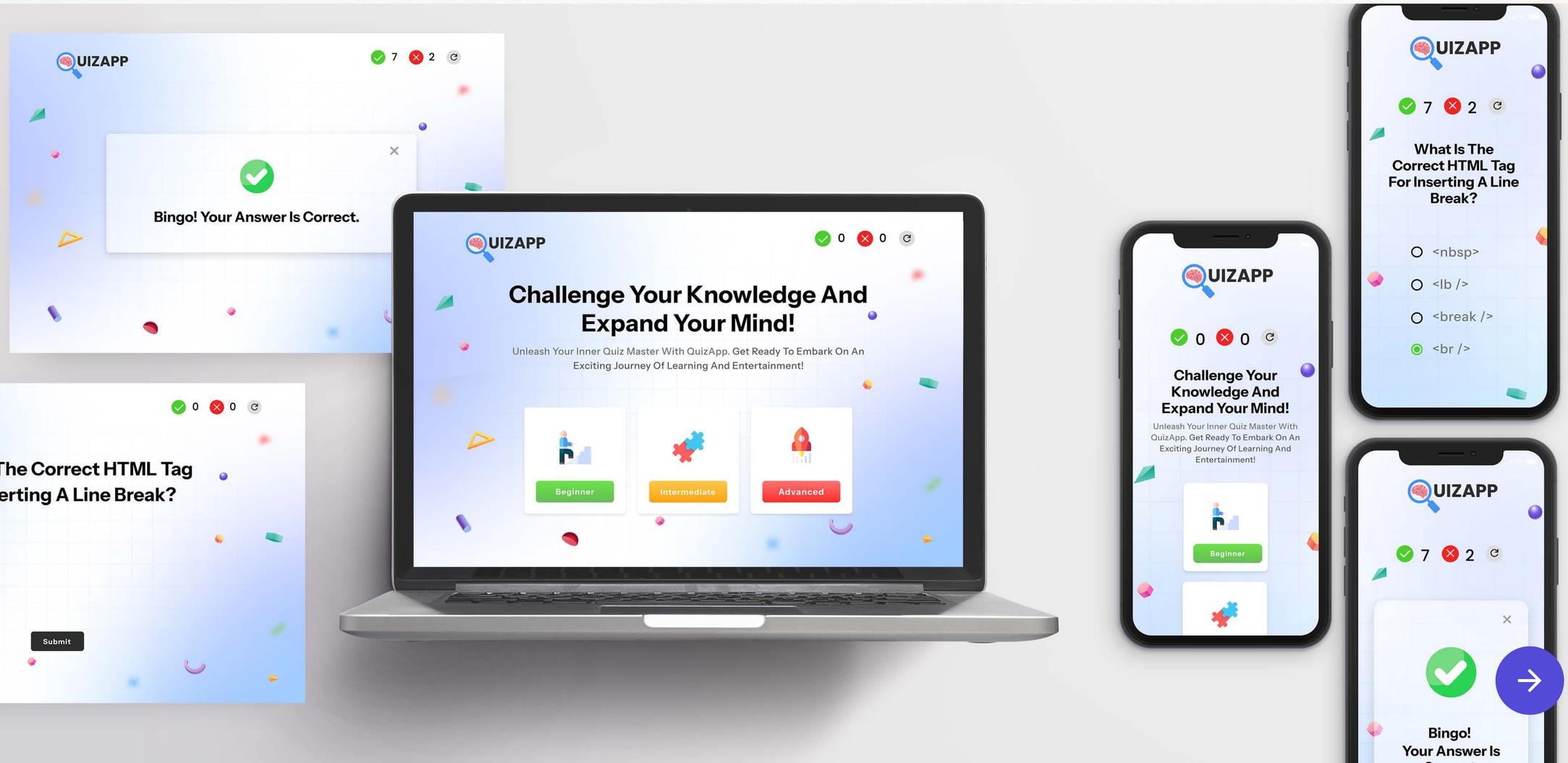




Quiz App

This project aims to develop a responsive web application that fetches random quiz questions from QuizAPI based on user-selected difficulty levels, offering instant feedback on answers and tracking correct and incorrect responses. The structured implementation involves index.html for layout, style.css, and script.js. Users choose difficulty, prompting an async QuizAPI request for a randomized question presented in a user-friendly form. Immediate feedback and local storage updates maintain answer tallies. A reset option allows users to clear statistics. Leveraging HTML, CSS, JavaScript, Fetch API, local storage, and Bootstrap styling, the project prioritizes simplicity, interactivity, and data persistence for an engaging quiz experience.

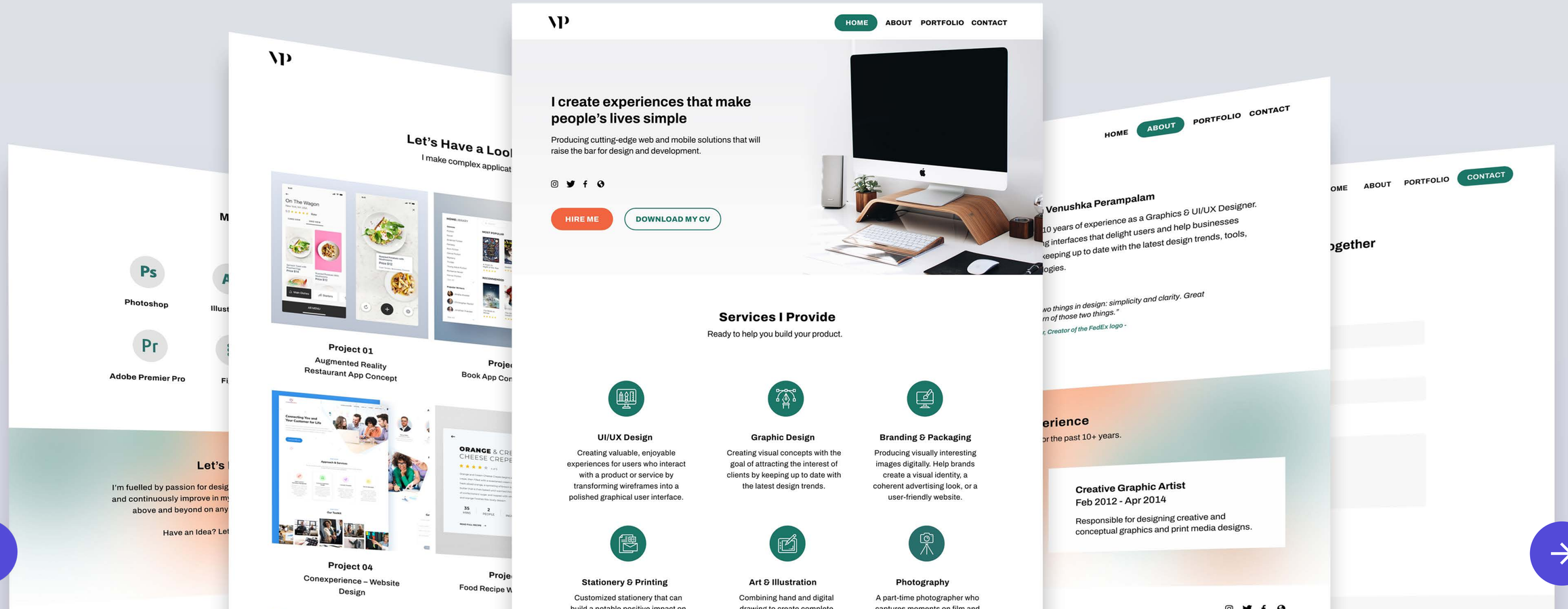
Quiz Website Link →



Portfolio Website Developement

The project aimed to create a personalized web portfolio showcasing a collection of personal work using the Bootstrap framework. Bootstrap provided the foundational framework, enhanced by CSS variables for a customized color scheme. The portfolio serves various purposes, such as job seeking, brand promotion, and showcasing skills. Used CSS animate libraries to add animations throughout the website. This dynamic addition enhances user engagement and brings a vibrant, interactive dimension to the overall portfolio experience, creating a visually compelling showcase of skills. The website includes dedicated sections for skills demonstration, a portfolio featuring past works, an about page providing insights into the designer's background and experiences, and a contact page for seamless communication.

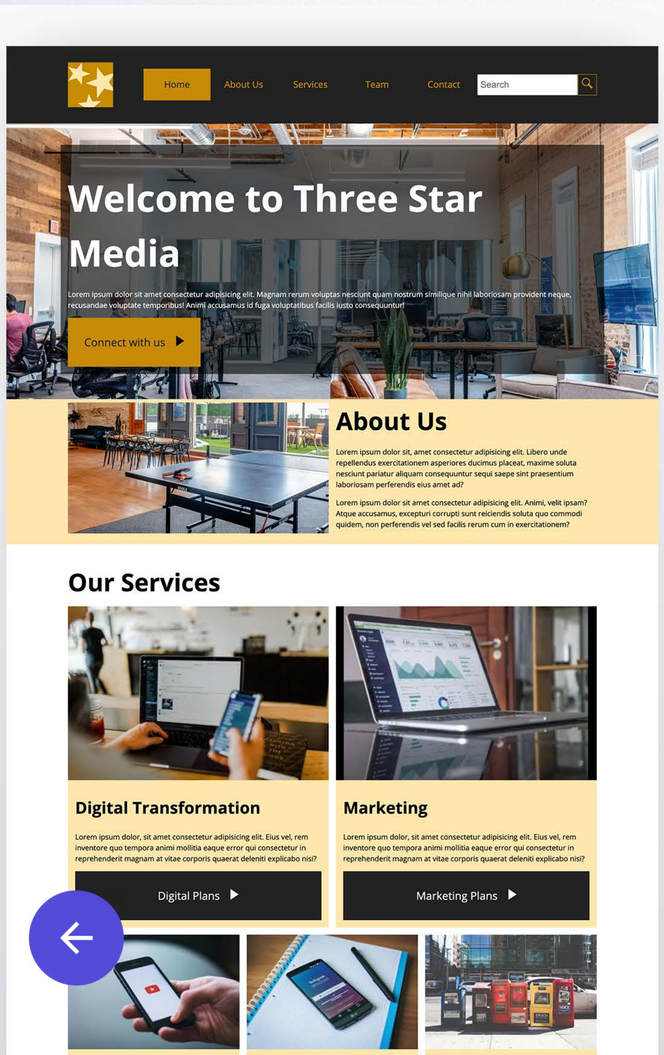
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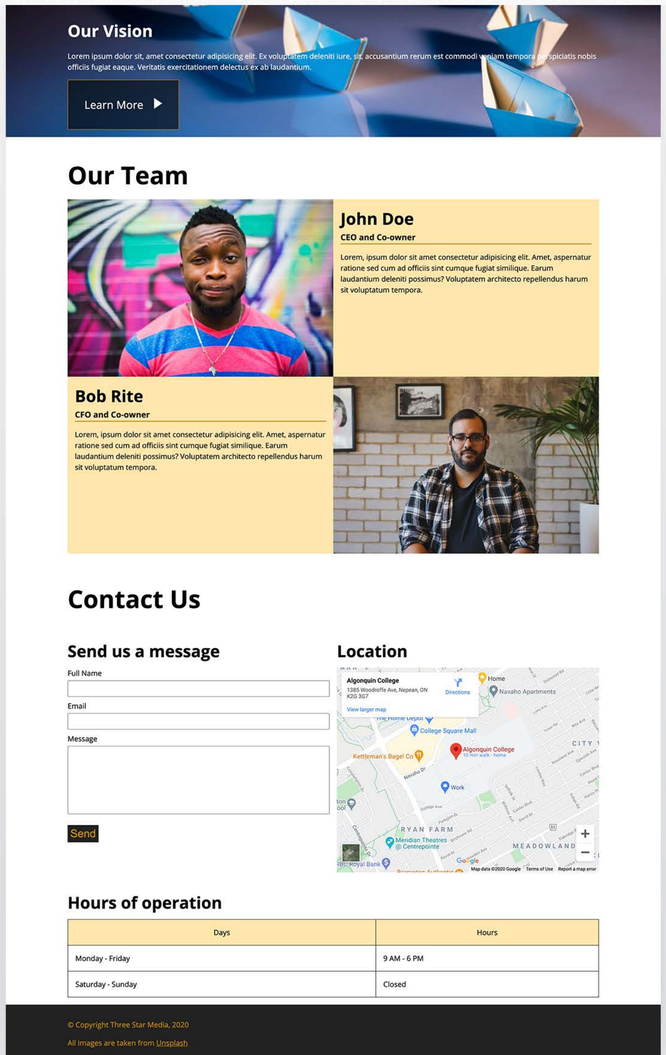


Three Star Media Website Developement

The project centered around the creation of a single-page website, meticulously developed using the HTML page mock-up as a blueprint. Embracing a mobile-first approach, the primary aim was to seamlessly transition from smaller to larger screens, ensuring optimal user experience across devices. The development process incorporated a dedicated folder for CSS files, adhering to best practices for organization and maintainability. The strategic implementation of CSS Grid properties and Flexbox properties played a pivotal role in achieving a responsive and visually cohesive design, aligning seamlessly with the provided mockup.

Website Link →







Venushka Perampalam

UI/UX Designer

Having almost eight years of experience in UI/UX design, I specialize in wireframing, prototyping, usability testing, and user research. I possess a strong background in graphic design, and excel at integrating design and technology to enhance user engagement, optimize conversions, and deliver user-centric solutions.

1343 Meadowlands Drive East, Nepean K2E 7E8.
venushka27@gmail.com
+1 343 254 2288
LinkedIn
Behance

Skills

UI/UX Design

Wireframing
Prototyping
Usability Testing
User Research
Persona Development
User Flows

Graphic Design

Logo Design
Vector Graphics
Typography
Print Design
Branding and Identity
Image Editing

Development

HTML CSS Bootstrap

Tools

Experience

UI/UX Designer | Ceffectz Pvt Ltd | May 2014 - Jan 2022 | Colombo, Sri Lanka

- Conducted user research, analyzing behavior and design requirements to gain insights into the target audience, employing both qualitative and quantitative analysis skills.
- Created a range of UX tools, such as personas, mood boards, user journeys, and user flows, demonstrating proficiency in design thinking and utilizing tools like Adobe Creative Suite.
- Produced high-fidelity wireframes, and prototypes showcasing design concepts visually by employing advanced UI/UX design skills and utilizing tools like Figma and Adobe XD.
- Enhanced UX testing protocols by implementing methodologies such as focus groups and click testing, demonstrating proficiency in user research and leveraging tools like Maze.
- Effective collaboration with cross-functional teams, engaging developers and product managers to ensure seamless communication, highlighting effective teamwork and communication skills.

Graphic Artist | hSenid Software International | May 2014 - Jan 2022 | Colombo, Sri Lanka

- Collaborated seamlessly with marketing teams to produce engaging social media graphics and digital marketing materials, showcasing proficiency in graphic design.
- Collaborated closely with printers and other vendors, employing meticulous attention to detail and effective communication skills to ensure the quality and accuracy of the final product.
- Developed and maintained a cohesive visual identity across company platforms and channels, employing brand guidelines to enhance brand recognition and user experience.
- Crafted impactful brand elements, including logos, business cards, and promotional materials, showcasing creativity and proficiency in graphic design with a focus on brand identity and storytelling.

Education

Diploma in Interactive Media Design, Algonquin College, Ottawa, Ontario.

Awards and Distinctions: Dean's Honour List in 2022 and 2023 with a 3.91 cumulative GPA.

Activities: I acquired comprehensive skills in UI/UX design, development, and dynamic media development, demonstrated through successful completion of interactive media projects. My effective project management ensures design solutions align with user expectations, and I build dynamic websites using current best practices.

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