

# SANDY GALABADA

## Senior Designer

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## Professional Summary

Design Director & Senior UX/Product Designer with 12+ years of experience in UX design, branding, and digital product strategy. Expertise in design leadership, UX research, design systems, and front-end development, leading cross-functional teams to drive business growth through impactful digital experiences. A results-driven leader passionate about creating intuitive digital experiences that drive engagement, retention, and business success. Adept at bridging design, business, and technology to craft award-winning solutions recognized by Awwwards, CSSDA, and SWA.

**Key Skills:** UX/UI Design, Interaction Design, Design Thinking, Prototyping, User Research, Wireframing, Agile Methodologies, Accessibility, Stakeholder Communication

## Experience

### Design Director

*Upsense Studio, Singapore | Nov 2023 – Present*

**Industry:** Digital Consulting / Startups / Web / Branding

- **Led and managed client projects**, ensuring high-quality design outputs across multiple industries, driving **user engagement and revenue growth**.
- Directed a **multidisciplinary design team**, overseeing **quality control, strategic planning, and client communications** to ensure alignment with business goals.
- **Optimized UX workflows** and implemented new **design systems**, reducing project turnaround time..
- Mentored and upskilled junior designers, fostering a **culture of innovation and collaboration**.
- Managed **end-to-end product development cycles**, liaising between design, engineering, and product teams to launch **high-impact, user-centric digital solutions**.

### Senior Product Designer

*Edde, Singapore | Mar 2022 – Oct 2023*

**Industry:** EV / SaaS / ERP

- Spearheaded **UX design and research** for Edde's ERP system, **reducing EV delivery time by 50%** (from **7 to 3 weeks**).
- **Led a 5-member design team**, overseeing **UX strategy, mentorship, and recruitment**, ensuring cross-functional alignment and best practices.
- Strategized HRM solution improvements, driving **client base growth by 20-30%** and enhancing **business scalability**.
- Conducted **user research, wireframing, and prototyping**, launching a redesigned application that accelerated market expansion and **boosted user engagement by 40%**.

## Design Strategy Consultant

Burgundy Consultants, Sri Lanka | Feb 2020 – Mar 2022

**Industry:** Business Consulting / Digital Transformation

- Provided **UX strategy and market research** insights, enhancing digital experiences for multiple corporate clients.
- Conducted **usability testing and A/B testing**, leading to **customer retention improvements of up to 30%**.
- Developed **brand and UI guidelines**, ensuring **consistent, scalable design frameworks** across client projects.

## Senior UX Designer

Deskera, Singapore | Mar 2019 – Feb 2020

**Industry:** SaaS / Enterprise Solutions

- Redesigned **HRM and Enterprise Suite interfaces**, increasing adoption rates and driving **business conversions by 20%**.
- Created user-centered designs for **inventory management, CRM, and accounting platforms**, refining UX workflows.
- Collaborated with engineers and PMs to improve **feature performance**, ensuring seamless scalability across international markets.

## User Interface Architect

AlgoMerchant, Singapore | Jan 2017 – Feb 2019

**Industry:** Fintech / AI-Powered Trading

- Designed a **scalable UI architecture**, boosting **daily logins by 66%** and **sales by 55%**.
- Led UX/UI initiatives for web and mobile trading platforms, improving user onboarding and engagement.
- Conducted extensive **user research and competitive analysis**, optimizing information architecture for algorithmic traders.

## Senior UI/UX Engineer

Xinfinite & DirectFN, Germany/Sri Lanka | Mar 2012 – Dec 2016

**Industry:** Fintech / Web Applications / Financial Services

- Developed web apps for financial analysts across European markets, improving UI/UX design and usability.
- Introduced responsive design principles, enhancing mobile accessibility and boosting adoption by **40%**.
- Led front-end development for DirectFN's global product portfolio, impacting **10+** international markets.
- Conducted UX research, storyboarding, and prototyping, improving product usability and accessibility.

## Skills & Expertise

### UX & Product Design:

- ★ User Research & Testing
- ★ Wireframing & Prototyping (Figma, Sketch, Adobe XD)
- ★ Interaction Design & Microinteractions
- ★ Usability Testing & Accessibility (WCAG)
- ★ UX Writing & Microcopy

### Project & Leadership:

- ★ Stakeholder Communication
- ★ Agile/Scrum UX Workflows
- ★ Design Systems & UI Guidelines
- ★ Client Project Management
- ★ Team Mentorship & Hiring

### Technical & Tools:

- ★ Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ★ Frontend Development (HTML, CSS, JavaScript, Bootstrap, Angular UI, Sass)
- ★ Data Analytics & A/B Testing (Google Analytics, Hotjar, Maze)

# Education

## Master of Science in Strategic Marketing (*Distinction*)

Cardiff Metropolitan University, UK (Jan 2020 – Aug 2021)

## Associate Degree in Visual Communication (*GPA: 3.6*)

Pearson Education, UK (Jan 2013 – May 2016)

## UX Specialization Certificate - [Link](#)

Google UX Design (Apr 2022)

## A Few More Diplomas related to Arts and Film Production & Marketing

# Portfolio & Case Studies

- ❖ [Edde ERP App](#)
- ❖ [Princeton University Form Finding Lab](#)
- ❖ [Learning Point Singapore](#)
- ❖ [Deskera HRM](#)
- ❖ [Edde - Smart Mobility](#)
- ❖ [P-terminator](#)
- ❖ [Q-itt App](#)
- ❖ [Algomerchant](#)
- ❖ [DirectFN Fintech](#)

Visit [iamsandy.com](#) for More Case studies

# Certifications & Awards

- **Awwwards Honors (Apr 2024) – Upsense Studio**
- **Awwwards Honors (Sep 2021) – Sandy Galabada Portfolio**
- **CSS Design Awards – Special Kudos Award (2024)**
- **CSS Design Awards – UX Design Award (2024)**
- **CSS Design Awards – Innovation Design Award (2024)**
- **Best CSS – Site of The Day (Sep 2021) – Sandy Galabada Portfolio**
- **Singapore Website Awards – Web Excellence (2024) – Upsense™ Studio Website**
- **Singapore Website Awards – Web Excellence (2024) – Sandy Galabada Portfolio**
- **More Awards including SOTD awards - visit [iamsandy.com](#)**

# Languages & Additional Info

**Languages:** English (Fluent), Sinhala (Native), Tamil & Hindi (Basic)

**Work Authorization:** Singapore PR