

# Arom Medis

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## SUMMARY

Product Designer with 2+ years in fintech UX at Koko — Sri Lanka's largest BNPL app (Alibaba Group) — and 7+ years across international, multifunctional teams. Approaches design through the lens of human interaction and behavioural psychology, using principles like cognitive load, mental models, and habit formation to build experiences that feel intuitive and drive measurable outcomes. Skilled across the full design process: user research, wireframing, high-fidelity prototyping, usability testing, and dev handoff. Extensive cross-functional experience across diverse global environments has built a strong cultural EQ and a natural instinct for stakeholder collaboration.

## WORK EXPERIENCE

### Product Designer - Koko (Alibaba Group)

Jul 2025 – Present

- Leading end-to-end product design in Figma across the consumer app and merchant tools for Sri Lanka and Pakistan markets.
- Owning the design system and design strategy, aligning stakeholders across multiple agile squads.
- Driving the full design process — user research, wireframes, user flows, high-fidelity prototypes — through to engineering handoff.

### UI/UX Designer - Koko (Alibaba Group)

Jan 2025 – Jun 2025

↑ Promoted to Product Designer after 6 months

- Redesigned onboarding flow end-to-end using a design thinking process, improving new user activation and reducing funnel drop-off.
- Generated \$115,000 TPV on Rs. 60,000 spend — redesigned SMS experience to surface available balance post-purchase, lifting repeat engagement.
- Audited and redesigned the Merchant Portal based on stakeholder research with 6,000+ merchants, resolving systemic usability issues.
- Designed Comms Manager — an internal portal centralising SMS workflows across marketing, data, engineering, and compliance.
- Built component libraries, design tokens, and high-fidelity interactive prototypes with accessibility considerations throughout.

### Freelance Product & Graphic Designer - Independent

Jun 2024 – Present

- Delivered UX, branding, and digital marketing design for clients in travel and e-commerce, including Unique Paradise Travels.
- Independently designed, built, and launched DealShark — a Sri Lankan deals aggregator — using Lovable and Supabase.
- Handled design and digital campaign operations for Alisonz Holdings.

### Senior Cabin Crew - Qatar Airways

2017 – 2024

- 6+ years across international routes — managed crew operations, logistics, and premium in-flight service delivery.
- Promoted to Premium Excellency Services program; led cross-cultural teams in high-pressure, time-critical environments.

### Brand Intern - Hemas Manufacturing (Pvt) Ltd

2016 – 2017

- Supported the Kumarika Shampoo & Serum re-launch — coordinating event logistics and brand operations.

## SKILLS

<b>Design</b>	UX/UI Design · Visual Design · Interaction Design · Wireframing · Prototyping · User Flows · Design Systems · Information Architecture
<b>Research</b>	User Research · Usability Testing · A/B Testing · Data-driven Design · Design Thinking
<b>Delivery</b>	Design-to-Code Handoff · Growth Design · Accessibility · Agile / Scrum
<b>Tools</b>	Figma · Claude Code · Codex · Lovable · Cursor · PostHog

## EDUCATION

### Digital Product Management Specialization

University of Virginia

### UX/UI Specialisation

California Institute of Art

### Diploma in Marketing

Chartered Institute of Marketing, UK · 2017

### High School Diploma

Wesley College · 2016

## CERTIFICATIONS

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Google UX Design Certificate

Google

Career Essentials in Project Management

Microsoft