

Saimanoj Yarasi

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EDUCATION

York University | Lassonde School of Engineering

Toronto, Ontario

Bachelor of Science, Computer Science & Psychology

Apr. 2025

- **Relevant Coursework:** Human-Computer Interaction, User Interfaces, Machine Learning, Design and Analysis of Algorithms, Statistical Methods I & II, Research Methods, Behaviour in Groups, Personality, Motivation.

WORK EXPERIENCE

Ontario Public Service | Ministry of Public and Business Service Delivery

Toronto, Ontario

Senior UX Designer

June 2024 -

- Actively contributing to the ongoing user research of the Business Experience Platform (BXP) at the Ontario Public Service, dedicated to improving how all **1.5 million businesses** in Ontario access essential services.
- Designed a unified [Permit Tracker](#) tool to support Ontario business owners in managing permits and licenses, employing a **user-centered approach** that prioritized **generative user research** and **continuous user validation**.
- Led **design-thinking workshops**, created **user personas**, and developed **wireframes** and **low/high-fidelity mock-ups** to iteratively test and refine complex digital services from concept to product.

The Verse

Berkeley, California

UX/UI Design Intern

Feb. 2024 - May 2024

- Specialized in enhancing UX for players in an extended reality (XR) game, emphasizing the use of badges to symbolize and reinforce achievement goals and emotional experiences tested through Wizard of Oz prototyping.

Code Ninjas

Toronto, Ontario

Lead Coding Instructor

Apr. 2022 - May 2024

- Implemented coding education for children ages 7-14, by effectively delivering content and promote understanding for students of diverse learning abilities in **Lua**, **C#**, and **JavaScript**.
- Led a team of **9** through organized and presented curriculum for students, covering Web Development (**HTML**, **CSS**, **JavaScript**), Introduction to Roblox Development (**Lua**), and 3D Design and Printing.

Ecolyfe

Toronto, Ontario

Lead Product/UX Design

Nov. 2021 - Aug. 2023

- Led design for mobile and web application from **0→1** to help **1000+** university students to track data of personal impact on the environment. This initiative contributed significantly to York University's Net Zero by 2040 goal.
- Aligned with design and research needs by developing prototypes using **Figma** and **Framer**, later enhancing features through conducting heuristic evaluations, reinforcing user retention by **30%**.
- Conducted primary research to enhance **UX** by uncovering user needs, frustrations, and geographical influences, later seeing **10%** of decrease in user's impact through the implementation of goals and tasks derived by research.

LEADERSHIP EXPERIENCE & COMPETITIONS

EcoYork - UNHack 2021 – Figma, Webflow

Toronto, Ontario

Product Research & Design (Participant)

Nov. 2021

- [First Place](#) for *EcoYork*, an MVP climate action app reducing student residence carbon footprints. Showcased with **Figma** and **Webflow** to 400+ attendees and industry experts in **tech**, **business**, **healthcare**, and **AI**.

SKILLS & TOOLS

Tools: Figma, Miro, Sketch, Framer, Webflow, Python, HTML, CSS, JavaScript, Java, C#, Microsoft Tools

Skills: Interaction Design, Visual Design, Prototyping, A/B Testing, Product Strategy, User Interviews, Web Development