

# HIRUMI NANAYAKKARA

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*Oh, hello! Part-designer, part-marketer, I'm a hybrid gal with a soft spot for the creative process, and a hunger for user research. I love developing clever campaigns. I understand the tension between building an empowering brand, yet maintaining a scalable business. I am happiest with an exceptionally spicy burrito.*

## EXPERIENCE

### LITTLEBITS ELECTRONICS INC. NY, NY

Joined littleBits as the 5th full-time hire, and saw the company grow to 130. Built out both web & marketing teams, and aided in growing revenue 8x during tenure. Experience as both an individual contributor and managing total team size of 15.

|                                  |                     |
|----------------------------------|---------------------|
| Sr. Director, Brand & Experience | Sep 2016 - Sep 2017 |
| Head of Experience               | Oct 2015 - Sep 2016 |
| Director of Product Marketing    | Apr 2014 - Oct 2015 |
| Product Manager                  | Jul 2013 - Apr 2014 |
| UX/UI Designer                   | Jul 2012 - Jul 2013 |

Developed and executed product & brand strategies to achieve core business goals.

- Led marketing for hero products with scrappy budgeting and small teams:
  - + littleBits & Star Wars Droid Inventor Kit: Currently #1 across retail.
  - + Synth Kit: Partnered with Korg, featured in *Gizmodo* & *Huffington Post*.
  - + Gizmos & Gadgets Kit: One of *Wall Street Journal's* "Best Tech Gifts"
- Current hero products range between 4-5 stars on Amazon and have received over 150 awards and gift guide mentions.
- NPS scores for hero products average at 70+.
- Launched all supplemental products to aid in recurrent revenue streams (approximately 95+ skus in total).

Integrated marketing team leader across channels including creative, copy, project management, social, merchandising, UX, customer insights, retention, PR, and all media agency relationships.

- Developed and maintained creative lifecycle of assets & messaging across partnerships, brand strategy and product launches.
- Created listening programs to champion a customer-centric approach to brand and product strategies.
- Designed customer journey framework to monitor user life-cycle and inform cross-departmental initiatives.

Defined and managed the user experience for the littleBits.com web platform, including visual design, heuristic analysis, A/B testing, wireframing, prototyping, user testing and data-driven functionality.

- Established best-practices and templates for user research and user testing.
- Built processes from design sprints through web development.

### WILDGRID NY, NY

Co-Founder Jun 2014 - Present

Mission-driven research project aimed at democratizing the way people create and consume electricity through a family of energy harvesting devices. Multi-Blue Ribbon recipient at Maker Faire 2014 & 2015. Editor's choice 2016.

## SKILLS

### PRODUCT & MARKETING

Customer Journey  
Branding  
Budgeting  
Copywriting  
Creative Direction  
Customer Insights  
Go-to-market strategy  
Merchandising  
Positioning  
Project Management  
Public Relations  
Social Media Marketing  
Start-Ups

### RESEARCH

A/B Testing  
Competitive Analysis  
Ethnography  
Google Analytics  
Persona Development  
User Interviews  
Usability Testing

### IxD

Adobe Creative Suite  
Circuit Design  
Hardware  
Keynote  
Omnigraffle  
Prototyping (low & hi fidelity)  
Squarespace  
Storyboarding  
Wireframing  
Wordpress

### MANAGEMENT

Conflict Management  
Delegation  
Empathy  
Growth Pathing  
Hiring  
Team Building

## **FREELANCE / INDEPENDANT NY, NY**

UX/UI Designer Jul 2011 - Jul 2012

Completed an array of UX/UI initiatives for Cycling Sports Group, Parsons the New School for Design, and Worry Free Labs.

## **KARAJ NEW MEDIA LAB BEIRUT, LEBANON**

Interaction Designer Jun 2011 - Aug 2011

Assisted in building the first media lab and maker space in the middle east.

- Spearheaded research initiative in DIY solar devices.
- Collaborated in designing an interactive installation exhibited at the Royal College of Art in London.
- One of 8 graduate students selected to work abroad in Beirut.
- Initiated first pilot trans-disciplinary relationship between Design and Technology and International Studies at Parsons, The New School for Design.

## **MAYOR'S OFFICE OF ADULT EDUCATION NY, NY**

Social Media Fellow Jan 2011 - Jun 2011

Developed an online portal to foster digital communication of information to the volunteers of We Are New York, an Emmy-award winning television show and community organization.

## **CAMPUS LIVING VILLAGES SF, CA**

Area Coordinator Jan 2008 - Sep 2009

Resident Director May 2007 - Jan 2008

Served as a supervisor for 7 Resident Directors, 50 Resident Advisors, and responsible for over 1600 students in campus housing for the Academy of Art University.

- Maintained constant contact with residential life population to attain student goals.
- Managed the planning, implementation, and development of the following special interest housing: Health & Wellness, Gender Neutral, Social Justice, and Eco-friendly communities.
- Prepared informational weekly, monthly, semester, and annual reports.
- Received highest professional evaluation (4.5/5) from all departmental staff.

## **EDUCATION**

MFA Design + Technology, Parsons the New School for Design. With Honors. NY, NY  
BS Biological Sciences, University of California, Irvine. Irvine, CA.