VAJIRA SOORIYAARACHCHI

RESEARCHER, DESIGNER AND DATA ANALYST

✉ vsvajira@gmail.com   ☎ +94 716176663   🌐 www.vajiragayan.com   ⦿ Colombo 9

PROFILE

I am a Colombo based freelance service provider with over 5 years of experience in research, data analysis, reporting and communications design. I have been lending my services locally and internationally to a diverse array of corporate, private, public and non-government sector clients since 2016.

My diverse, interdisciplinary skillset enables me to deliver high impact turnkey research projects with integrated data dissemination and communications solutions, complimented by a feature rich offering of elegantly crafted data visualisation tools.

I have offered my services to high value clients such as the United Nations Populations Fund and the Sri Lankan Department of Census and Statistics, starting with a detailed assessment of the organisation's data visualisation capacities followed by a comprehensive suite of capacity building interventions and data visualisation tools. My work with the Department of Census and Statistics earned me the American Graphic Design award for artistic direction in Data Driven Design in 2021.

PRIMARY SKILLSET

Research and analysis

- Quantitative and aualitative research (surveys, interviews, ethnographies, stakeholder mapping and coordination, primary and secondary data gathering and analysis)
- Field research and in depth understanding and experience of participatory development programme design
- Policy research and comparative policy studies
- Reporting and consultation on Monitoring, evaluation, accountability and learning

Data Analysis and Data Visualisation

- Data analysis, dashboards and and visualisation with R, Tableau, Chart.JS, SPSS
- Communicative data visualisation with animations, interactive web features and infographic design

Brand Design and Brand Development

- Market research driven brand development
- Copywriting, voice and tone guides, designing of advertising portfolios, infographics and promotional features
- Production of Brand guidelines and Brand standardisation tools.

UX and Visual Design

- With Adobe Creative suite and Serif Affinity
- UX and UI design, and rapid prototyping with Tumult Hype and Figma
- Publication design, promotional graphics and communications design.

PROFESSIONAL EXPERIENCE

Current Since December 2019

Consultant to the Department of Census and Statistics, Sri Lanka assigned by the United Nations Population Fund.

Currently engaged in establishing and improving DCS's data visualisation and communication capacities, processes, and resources through:

- Capacity building programs, process design, staff training and mentoring on data visualisation, data driven design, communications for public data dissemination and publication standards.
- Development of high quality bespoke data visualisation tools for the web. Crafting user-friendly, high impact self service dashboards, animations, interactive presentations and publications to disseminate DCS's data to the wider public.
- Production of design guides and standardisation manuals to ensure a high quality of data dissemination through a rigorous quality control process.
- Development of an online design and data-visualisation training and resource centre for DCS staff to streamline production and training processes.

2019
April - June

Planning, Monitoring and Evaluation partner, CAFOD, Uganda

Conceptualised and deployed a Monitoring, Evaluation and project development program for CAFOD (Catholic Agency For Overseas Development) in Kampala, Uganda.

- Drafting of CAFOD Uganda Women in Leadership program's MEL Policy to guide the monitoring and evaluation of program outcomes.
- Drafting of the core *Theory of Change* documentation for the programme in collaboration with partners from local grassroots organisations and key local participants.
- Creating monitoring reports on a monthly basis, compiling information from all areas of intervention and drafting the final report with recommendations and improvements to concepts and processes to be presented to donors and policymakers.
- Development of a a participatory stakeholder engagement toolkit for local-level women's rights campaigners involved in the program, with over 12 participants subsequently being elected as local councillors in provincial elections.

2016-2018
Aug - Sep

Marketing and Internal Communications, Millennium Concrete Technologies (Pvt) Ltd, Colombo – Sri-Lanka

- Boosted the company profile and presence by developing a standardised external communications and marketing material toolkit.
- Developed Microsoft Excel based dashboards and presentations for internal and external stakeholders
- Produced presentations, infographics and videos, online content as well as a new company website. Launched the company's first CSR and sustainability policy package.
- Designed hoardings, fliers, posters, advertisements for product launches and promotions.
- Content writing for company portfolio, brochures, marketing material and press releases.

EDUCATION

2018 - 2019
Sep - Sep

MSc in Development Administration and Planning | University College London, UK

Distinction with a UCL Bartlett school accolade of Commendation
Dissertation on Challenges to Social Justice within the Sri Lankan Tea Plantations.

2013 - 2016
Sep - July

BSc in Business Administration and Computer Science | University of Kent, UK
Distinction with dual honours

2009 - 2012
Aug - June

GCEs | Colombo International School, Sri Lanka

Distinctions in Information Technology and Business Administration with Mathematics and Economics

REFERENCES

Mr. Ravi Nissanka
Managing Director,
Millennium Concrete Technologies (PVT) LTD
E: info@mctlk.com

Dr. Lilian Schofield Teaching Fellow at UCL
E: l.schofield@ucl.ac.uk

PORTFOLIO

Visit **www.vajiragayan.com**

Scan QR code to visit website

✉ vsvajira@gmail.com   ☏ +94 716176663   🌐 www.vajiragayan.com   📍 Colombo 9