# Sandaru Suranjaya

Blk 490C, Choa Chu Kang Ave 5, 683490, Singapore. • sandaru.suranjaya@gmail.com • +65 9396 1171 • linkedin.com/in/sandaru-suranjaya

I'm a results-driven product leader with an engineering background with a passion for building engaging mobile app experiences in consumer tech and personal development. Over my career, I've worn multiple hats – Product Manager, Program Manager, Product Evangelist – in industries ranging from personal growth platforms to telecommunications.

I focus on delivering tangible results and cutting-edge user experiences that drive growth and retention.

## WORK EXPERIENCE

**Senior Product Manager**　　　　　　　　　　　　　　　　　　　　　　**Jan 2023 - Present**
**Mindvalley**　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Singapore**

Leading the product strategy for Mindvalley's user learning and content consumption experience across mobile and web platforms. I focus on building intuitive, habit-forming features that drive engagement, retention, and personal transformation at scale.

Key Achievements:

- **Boosted meditation engagement by 115%** by spearheading the gamification strategy, introducing streaks, targets, and achievement milestones to encourage daily practice.
- **Improved repeat usage by 27%** by launching an offline mode for guided meditations, enabling frictionless access to content anytime, anywhere.
- **Redesigned the iOS app experience**, resulting in the new version being preloaded on Apple iPhone 16 devices in Apple Stores worldwide, recognizing its intuitive UX and visual excellence.
- **Defined and delivered key product metrics** including content engagement, repeat consumption, and user retention, working cross-functionally with design, data, engineering, and content teams.
- **Pioneered playful and user-centric features** that transformed learning into an engaging, satisfying experience, aligning product design with personal development outcomes.

**Senior Product Manager**　　　　　　　　　　　　　　　　　　　　　　**Mar 2020 - Dec 2022**
**Arimac**　　　　　　　　　　　　　　　　　　　　　　　　**Colombo, Sri Lanka**

Led cross-functional product initiatives across gaming, AI, and digital transformation projects for enterprise and consumer-facing platforms across South Asia and the Middle East.

Key Achievements:

- **Developed and launched an AI-powered social listening platform** combining RPA and sentiment analysis to monitor brand perception across social media—enabling real-time reputation management for enterprise clients.
- **Defined and executed the product vision for IMI Games**, South Asia's largest hyper-casual gaming platform with 100K+ DAU, driving strategic expansion into Edugames and Advergames for monetization and brand engagement.
- Served as **on-site Technical Product Owner for Du Telecom'** s Ignite Digital Transformation Project in Dubai, collaborating with UI/UX and engineering teams to build next-gen customer-facing digital services and backend platforms

**Product Evangelist**　　　　　　　　　　　　　　　　　　　　　　　　**Jun 2018 - Feb 2020**
**Dialog Axiata PLC**　　　　　　　　　　　　　　　　　　　　**Colombo, Sri Lanka**

Led initiatives to grow and engage the developer ecosystem around South Asia's largest telco API platform, driving innovation and adoption across Sri Lanka and Cambodia.

Key Achievements:

- **Tech evangelist** for Dialog's API storefront, championing adoption and integration among mobile developers, startups, and enterprises.
- **Spearheaded community growth**, organizing developer events, nationwide hackathons, and technical workshops to drive engagement and API usage.
- Built strong relationships with app developers, providing hands-on support and feedback loops to improve API products and developer experience.
- Collaborated cross-functionally with engineering, marketing, and business teams to scale the platform's impact across multiple markets.

## SKILLS

**Tools and Platforms:** SQL • Python • R • Tableau • Google Analytics • Amplitude • Mixpanel • JIRA • Confluence • Figma • Power BI • Trello • Notion • Slack

**Product skills:** 0 to 1 product execution • Product Roadmapping • Product Lifecycle management • Go-To-Market (GTM) Strategy • A/B Testing • User Research • Agile Methodologies • Stakeholder management • Cross-functional Collaboration • Customer and Market Research • Data-driven decision making

**Soft skills:** Executive Communication • Public Speaking • Critical Thinking • Problem Solving • Presentation • Storytelling • Facilitation • Debating • Problem solving • Critical thinking • Negotiation • Team building • Prioritization • Organization • AI prompt engineering

## PROJECTS

### Gamifying Mindvalley

**Problem**
- Our analytics reported the meditation consumption has stopped growing and stagnated after a certain point
- We wanted to make this experience a bit more "fun" and build an internal trigger to drive user habituation

**Solution**
- We introduced meditation targets to set a daily commitment goal for users to meditate upon
- Then we followed up with daily streak to help users build a consistent meditation habit.
- Weekly engagement of meditations boosted by 115% within a few weeks.

### NextGen App - Mindvalley

**Problem**
- Customer complains increased on inability to find new content, player UI issues, too many clicks to watch a video
- Partnership opportunity with Apple to feature a new app on every iPhone 16 demo device globally

**Solution**
- A redesigned iOS app within 4 weeks with improved navigation, player design, and added gamification features like score dashboard, achievement badges.
- Mindvalley NextGen project awarded Malaysia's Technology Excellence Award by Asian Business Review for the innovative approach for learning and personal development.

## EDUCATION

**MSc in Business Analytics**                                     **Jan 2021 - Dec 2022**
Robert Gordon University, Aberdeen, UK                              **GPA:** Distinction
   Specialising in AI, Machine Learning, and Computer Vision

**BSc in Engineering**                                            **Jan 2014 - Jan 2018**
University of Moratuwa, Sri Lanka
   Specialising in power generation, transmission, distribution, power electronics, and power automation.