

BUDDHI WITHANAGE

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SUMMARY

Experienced professional in product management, data analytics, UX design, user research and AI. Skilled in fostering stakeholder relationships and people management to enhance processes and procedures.

EXPERIENCE

Google Developer Groups

Fremont-CA

Chapter Organizer

Sept. 2024- Present

- Leading cross-functional planning and delivery of AI-focused workshops, hackathons, and learning programs, gathering participant feedback to shape content and improve engagement.
- Designing and implemented interactive, hands-on programs to validate concepts and encourage adoption of new technology tools.
- Advocating for inclusive participation and accessibility, ensuring alignment with organizational goals and community needs.

Stanford University- Code in Place

Remote, Seasonal

Section Leader

Apr. 2025- Jun. 2025

- Mentored 10 students through Stanford's Code In Place program, teaching the CS106A curriculum

ADA- analytics.data.advertising

Remote

Consultant- Products and Innovation

Jul. 2021-Dec. 2024

- Led product design initiatives for both B2B and B2C products, delivering intuitive user interfaces and seamless user experiences. .
- Managed sprint cycles with cross-functional teams and overseeing product lifecycle management from concept to launch using Agile methodology.
- Worked closely with internal and external clients, to translate feedback into detailed requirements and feature definitions for development and implementation.
- Launched highly effective digital e-commerce and digital AdTech products; AR/ VR promotions, game apps and digital reward platforms.
- Delivered insights via data-driven reports, using Python, SQL and R for statistical query and analysis.

ADA- analytics.data.advertising

Colombo, Sri Lanka

Product Tech Specialist

Jun. 2019- Apr. 2021

- Boosted client sales by 38% with designing and executing user centered strategic digital products.
- Acted as the key point of communication between the client, Engineering, QA, and Business Development teams facilitating bug triage, with management tools like Asana and JIRA.
- Built an integrated dashboard leveraging telecom, social listening, and XACT™ data to analyze digital behavior by demographics, psychographics, and geography through regression analysis and T-tests using Tableau and Power BI.
- Translated research findings into strategic narratives, crafting clear, actionable recommendations that shaped product development and improved user experience.

Sri Lanka Telecom Mobitel

Colombo, Sri Lanka

Product Executive- Broadband

Oct. 2016-Aug. 2019 May

- Designed, built, and launched new broadband products based on comprehensive market analysis and user feedback.
- Conducted market research visualizations using Tableau on over 10 million customers to identify user pain points and churn patterns.

- Outlined product charters and requirements through technical writing, effectively communicating research insights to stakeholders.
- Utilized qualitative insights gathered from customer care teams and call centers to enhance broadband product offerings and address user needs.

EDUCATION

University of Moratuwa

Master of Science- Artificial Intelligence

- Research - AI Driven Accessible Augmented Reality Environments

Online- Part Time

Nov. 2022- Mar. 2025

University of Colombo

Master of Human Rights

- Thesis - "Algorithmic Transparency and Accountability: Assessing the Human Rights Implications of AI-Driven Surveillance Systems in Post-War, Ethnographically Diverse Societies"

Colombo- Sri Lanka

Aug. 2018- May. 2019

University of Colombo

Bachelor of Arts (Hons) in International Relations

Minor in Sociology and Demography

Colombo, Sri Lanka

Nov. 2011-Jun. 2016

TECHNICAL SKILLS

- **Project Management Tools** - Asana, MS Planner, Jira
- **Project Management Methodologies** - Agile, Waterfall
- **Programming** - Python, R, SQL, SPARQL, JavaScript
- **UX Design** - Figma, Sketch, Photoshop, Storyboarding, Prototyping, Usability Testing
- **Data Analytics** - Data Preprocessing, Analysis, Visualizing, Insight Building, Power BI, Tableau, Azure, MS Excel
- **Product Lifecycle** - Technical Writing, Product Chartering, Product Designing, Product Roadmap, Product Ownership

TECH TALKS

- **"Decode, Design, Deliver: The AI Product Innovation Trifecta"**
Virtual, March 20th, 2025 on Google Developer Groups
- **"Overcoming Social Resistance to AI- Navigating Community Mindsets on Cutting Edge Tech"**
In Person, April 8th, 2025 at North America GDG Summit by Google- Las Vegas

RESEARCH EXPERIENCE

Center for AI and Digital Policy

Research Group Member- AI Policy Clinic

Washington DC- Remote

Fall 2025 Cohort

- Selected to participate in the CAIDP's competitive AI Policy Clinic, a research-based program focused on global AI governance and democratic values.
- Will engage in team-based research, policy writing, and empirical analysis of national AI policies.
- Will contribute to the AI and Democratic Values Index and produce written work for policy engagement and public comment.
- Upon successful completion, will earn the AI Policy Certificate and commit to the Statement of Professional Ethics for AI Policy.

Other Research Work

- **Blockchain, NFT and AI-** A Summer Research Project by Rensselaer Polytechnic Institute- NY
- **Commercializing User Behavioral Data in the Telecommunication Industry- A User Perspective**
Published on 29th October 2021 at The National Library Research Symposium -Sri Lanka

- **The Crimean-Congo Hemorrhagic Fever Virus (CCHFV)- A Risk Analysis Model to Build Up an Early Warning System** (a collaborative group research under the instructions of NASA Goddard, USRA and GESTAR, with the mentorship of Rensselaer Polytechnic Institute Data Science (ITWS 6600

CERTIFICATIONS

- Level 4 (Marketing) - Chartered Institute of Marketing
- **R Programming**- Johns Hopkins University
- **SQL for Data Science**- UC Davis
- **Google Project Management Professional Certificate**
- **Google UX Design Professional Certificate**

LANGUAGES

- English- Fluent/ Native
- Spanish- Professional
- Chinese- Beginner