

Asith Wijenayake

Senior Product Designer

Senior Product Designer with 10+ years of experience in platform-level GUI and UX design across aviation, telecom, and enterprise systems. Skilled in translating complex, constrained platforms into clear, accessible, and brand-consistent user experiences, with proven ownership of cross-device UX, stakeholder alignment, and scalable design governance. including prior exposure to airline and passenger-facing aviation platforms

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Rambukkanna, Sri Lanka



Professional Experience

Lead UX Designer | Nov 2023 - Present (2+ yrs)

IFS R&D International - Sustainability Applications

Lead designer responsible for platform-level UX and GUI systems within IFS Cloud, operating in a highly regulated and system-intensive enterprise environment.

- Lead designer driving the **next generation of Sustainability and Emissions Management experiences** inside IFS Cloud. operates in one of the **most complex enterprise problem spaces** turning **ESG frameworks, scientific models, and organizational reporting structures** into intuitive, future-ready product systems.
- Drove UX design for **end-to-end Sustainability and Emissions Management experiences**, translating complex ESG frameworks, scientific models, and organizational reporting structures into **clear, navigable workflows** used by **enterprise customers across multiple industries**.
- Played a **frontline role in onboarding and operationalizing newly introduced platform architecture and design systems** (late 2025), helping establish **initial UX patterns, interaction standards, and alignment guidelines** for next-generation IFS Cloud modules.
- Partnered closely with **product managers, solution architects, domain experts, and ESG specialists across multiple cross-functional teams**, supporting:
 - Reduced design ambiguity during early-stage implementation
 - Reduced design ambiguity during early-stage implementation
- **Championed the shift toward AI-augmented design reviews**, enabling **rapid iteration**, narrative clarity, and **early detection of complexity issues**. helped **reduce early-stage UX rework by ~25-30%** through upfront design alignment

Senior UI/UX Engineer | Jan 2021 - Nov 2023 (3 yrs)

Dialog Axiata PLC - Ideamart

Sole UX owner for a large-scale digital ecosystem supporting enterprise, developer, and consumer platforms.

- Served as the **sole UX owner** for a large-scale digital ecosystem supporting **enterprise, developer, and consumer platforms**, impacting **hundreds of thousands of active users** across Sri Lanka and regional markets.
- Led GUI and UX design for **10+ web and mobile products**, acting as the **single dedicated UX engineer** responsible for end-to-end product experience, branding, design direction, and execution across multiple high-impact platforms.
- Owned UX and design direction for **Ideabiz, Click2Pay, Ideamart App Store, Ideabilling, and Marketplace (Sri Lanka, Indonesia & Bangladesh)**, contributing to:
 - **Improved task completion rates** across billing, payments, and marketplace flows
 - **Reduced user friction** in complex, multi-step enterprise and developer workflows
- Directed brainstorming and concept-development sessions that improved **cross-team design literacy**, leading to **faster design approvals** and more consistent UX decisions across products.
- Acted as the **single-point UX lead** for engineering, business, and marketing teams across **5+ concurrent initiatives**, reducing design ambiguity and minimizing late-stage UX rework.
- Designed and delivered **end-to-end product experiences** including user journeys, workflows, wireframes, high-fidelity prototypes, and production-ready assets for **both web and mobile**, enabling faster development cycles and clearer handoffs.
- Independently managed UX timelines and delivery across multiple products, enabling **rapid iteration under tight commercial deadlines** while maintaining accessibility and usability standards.
- Collaborated closely with engineering teams to translate **complex telco and billing logic** into intuitive, accessible user experiences, **supporting regional scalability** and diverse user groups.
- Contributed to improved **design consistency and accessibility compliance**, helping standardize UI patterns across platforms and reduce fragmented user experiences.

UI/UX Engineer | Jun 2019 - Jan 2021 (1.5+ yrs)

Education

BCS Foundation Certificate in User Experience V1 | 2023

The Chartered Institute of IT

B.Sc. (Hons) Computer Science | 2013 - 2017

University College Dublin

Key Skills & Tools

UX & Platform Design

User Experience Design ■ Platform & GUI Design
Service Design ■ Information Architecture ■ Design Thinking
Branding ■ Design Systems ■ Accessibility-first Design
Design Consulting ■ Creative Direction ■ Design Strategy
Experience Transformation ■ Design Delivery at Scale

AI Augmented UX

Prompt-assisted prototyping ■ Automated pattern checks
Assisted complexity reduction ■ AI-supported design validation

Leadership & Operations

Building High-Performing UX Teams ■ Mentoring & Coaching
Stakeholder & Vendor Governance
Platform-level GUI ownership
Design governance & quality standards
UX planning, scenarios, and validation strategies

Research

Usability Testing ■ Behavioral Insights ■ Persona Modeling
Competitive Analysis ■ Ethnography

Prototyping & Interaction

Figma ■ Sketch ■ Framer ■ ProtoPie ■ Principle
Origami Studio ■ Adobe CC Suite ■ Affinity Suite

Frontend & Design Systems Engineering

HTML ■ CSS ■ SASS ■ Advanced Theming
CSS Frameworks ■ Component architecture ■ Design tokens

Leadership

WordPress.org Core Design | 2016 - 2020 system contributor

WordCamp Colombo 2017 | 2016 - Present Speaker & WordCamp/Wordpress Colombo Organizer

Colombo Dribbble Meetup | 2017 - Present - Founder & community Organizer

UX/UI Developer | May 2017 - Jun 2019 (3+ yrs)

John Keells IT (JKCS)

Worked on aviation and airline-related platforms for regional and international clients, gaining early exposure to airline ecosystems and passenger-facing systems.

- Developed the **preliminary design language** for upcoming products.
- Created competitive **UX analysis and research** to support product direction. Noticeably, **Dubai KHDA, Evinta Aviation Solutions, Zhara Hospitality Solutions, Salam Air** (Flight & Meal Booking flow)
- Gained **exposure to aviation platform environments** connected to **Evinta Aviation Solutions**, understanding how airline systems integrate across operational and passenger-facing domains.
- Collaborated with engineers and stakeholders to align UX decisions with **industry constraints and operational considerations**.

Intern - UX/UI Developer | Jun 2016 - May 2017

UX/UI Engineer/ Designer | Jan 2013 - Present (10+ yrs)

In House Freelancer

- Designed and developed POS interfaces for world's largest food supplier, optimizing for **rapid task completion, shallow navigation depth, and minimal cognitive load**, enabling staff to operate systems quickly without complex flows.
- Researched market behaviours, trends, and competitor insights to create a **blockchain-based NFT platform** dedicated to rainforest and wildlife protection. **ecoFuture.lk**
- Led end-to-end UX for multiple **early-stage digital products**, including a peer-to-peer carpooling platform and a social-impact ordering application, covering ideation, flows, interface design, and usability validation.
- Worked **directly with end-users** and engineering teams to **test usability in real environments**, refining interaction models for speed, clarity, and **accessibility across web and mobile platforms**.

Leadership

FOSS.lk, Foss Sri Lanka | 2017 - Present
Community Advocate

Colombo SketchApp Meetup - | 2016 - 2020
Co-Founder & community Organizer

GDG Sri Lanka - Head of | 2015 - 2019
Design/ Branding

Google Product Expert - | 2014 - 2018
Google Maps, Google Chrome -
Google South Asia

Google Summer of Code - Mentor | 2019

FOSS NSBM Founding Member | 2013

Mozilla - Student Ambassador | 2014 - 2016

Referees

Referees available on request

