

UX engineer with 12+ years across sustainability, telecom, fintech, and enterprise software. using clear structure, accessibility, and AI-driven design to simplify complex systems. Recent work focuses heavily on Sustainability (ESG), Emissions/ Sustainability Management, product complexity reduction, and AI-supported design frameworks to accelerate user-story mapping, data modeling, and interaction clarity.

Professional Experience

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

IFS R&D International - Sustainability Applications

- 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.
- Reimagined** how organizations interact with Scope 1, 2, and 3 emissions by **designing a clearer, hierarchical model** that translates sustainability science into **usable product behavior**.
- Built **AI-supported story-mapping** templates that helped product teams frame complex ESG requirements with **better structure, hierarchy,** and **cross-team alignment**.
- Partnered with product managers, architects, domain experts,** and ESG specialists to transform standards (GHG Protocol, ISO frameworks, embodied carbon concepts) into user-friendly flows.
- Elevated accessibility** and system clarity through interaction patterns built for scale, governance, and long-term maintainability.
- Championed the shift toward AI-augmented design reviews,** enabling **rapid iteration,** narrative clarity, and **early detection of complexity issues**.

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

Dialog Axiata PLC - Ideamart

- Served as the **core UX force behind the entire Ideamart ecosystem.** As the team's **only dedicated UX engineer,** I carried **full ownership of product** experience, branding, design direction, and execution across multiple high-impact platforms.
- Owned the UX and design direction** for **Ideabiz, Click2Pay, Ideamart App Store, Ideabilling, Marketplace** (Sri Lanka & Indonesia), and numerous developer and enterprise portals.
- Acted as the **single-point UX lead** for engineering, business, and marketing teams, who **relied heavily on my decisions** for product flow, interface logic, accessibility, and design standards.
- Directed brainstorming and concept-development sessions** that encouraged teams to think like designers - **prioritizing clarity, accessibility,** and **customer empathy**.
- Managed** timelines, project workflows, and design delivery independently, ensuring that **rapid development cycles aligned with business goals**.
- Designed end-to-end product experiences including **user journeys, workflows, wireframes, prototypes,** and **production-ready assets** for web and mobile.
- Delivered a significant amount of **internal branding, graphics, event visuals,** and **promotional design,** enabling Ideamart's developer community and partner ecosystem.
- Collaborated closely with engineering teams to convert complex telco logic into intuitive, **accessible experiences** that scaled across regions and **user groups**.

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

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

John Keells IT (JKCS)

- 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)
- Collaborated with engineering and customer-success teams to validate features. Noticeably, **MAS knitting Optimizer, Relocator™**
- Built wireframes, storyboards, and high-level concepts for enterprise web apps.

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

Education

BCS Foundation Certificate in User Experience V1 | 2023

The Chartered Institute of IT

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

University College Dublin • 2nd Class Lower Division

Key Skills & Tools

Design

User Experience ■ Interface Design ■ Design Thinking
Service Design ■ Information Architecture ■ Ethnography
Branding ■ Design Systems ■ Accessibility-first Design

AI Driven UX

Figma AI ■ Prompt-assisted prototyping ■ Persona Study
automated pattern checks ■ Assisted complexity reduction

Research

Usability Testing ■ Behavioral Insights ■ Persona Modeling
Competitive Analysis

Prototyping

Figma Make AI ■ Sketch ■ Framer ■ ProtoPie ■
Principle ■ Uizard AI ■ Galileo AI

Development

HTML ■ CSS ■ SASS ■ Advanced Custom Theming
CSS Frameworks ■ CSS Tokens / Design Tokens
Component architecture ■ Storybook

Technologies & Tools

Figma ■ SketchApp ■ Adobe CC Suite ■ Framer
ProtoPie ■ Principle ■ Origami Studio ■ Affinity Suite
Nodejs ■ Fullstory

Leadership

WordPress.org Core Design | 2016 - 2020
system contributor

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

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

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

Professional Experience

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

In House Freelancer

- Designed and developed POS interfaces for one of the world's largest restaurant POS groups, tailoring the product specifically for the Sri Lankan hospitality market. **Collaboration with Sysco Labs and eWis Sri Lanka.**
- Researched market behaviours, trends, and competitor insights to create a **blockchain-based NFT platform** dedicated to rainforest and wildlife protection. **ecoFuture.lk**
- Worked directly with end-users to **test usability** and validate design decisions in **real environments**.
- **Collaborated with stakeholders** across different industries and delivered **UX within Agile teams**, enhancing product clarity and usability.

Leadership

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 - | 2019
Mentor

FOSS NSBM Founding | 2013
Memeber

Mozilla - Student | 2014 - 2016
Ambassador

Referees

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