Asith Wijenayake

Research & Product Design Lead | AI-Native B2B SaaS & Commerce

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Professional Summary

Product design and UX research lead with 10+ years across enterprise SaaS, commerce, payments and complex operations. Led end-to-end UX for IFSZero and now direct the Wiz product experience with a team of 4-5 engineers. Hands-on in research, prototyping, token-driven design systems and AI-assisted delivery with human review and approval. Partner with product managers, architects and engineers to turn evidence into usable products. International product experience; based in Sri Lanka and open to relocate globally for the right role.

Selected Product Evidence

WizPOS case study: https://asith.cc/projects/wizpos.html

IFSZero case study: https://asith.cc/projects/IFSzero.html

Professional Experience

Independent UI Consultant & GTM Engineer | Feb 2026 - Present

WizLabs product ecosystem (independent work)

Direct product and UX work for WizPOS, WizCRM, WizERP and WizOS across retail, hospitality and SME operations.

Industries: Commerce operations | POS | CRM | ERP | AI-assisted delivery

- Coordinate approximately 4-5 engineers while owning product direction, customer requirements, interaction quality and commercial positioning; remain hands-on in research, design and validation.
- Created the Figma design system, then structured design tokens and component rules for AI-assisted generation. An MCP-enabled workflow turns requirements into Wonder layouts for my review, revision or approval.
- Pass approved layouts to Codex for interface and logic implementation; use Claude Code for complex architecture support. Review implementation records, risks and unresolved decisions before accepting changes.
- Built and rapidly expanded WizCRM with AI-assisted development for DriveHub and AutoHub automotive communities and events; unified tailored lead forms, campaigns, vendor onboarding, RSVPs, hot-lead tracking, follow-up and purchase status.

Lead UX Designer | Nov 2023 - Jan 2026

IFS R&D International | Manufacturing, Supply Chain and Sustainability Applications

Led UX for IFSZero Sustainability and Emissions Management within IFS Cloud, working with a wider product and engineering programme.

Industries: Enterprise SaaS | ERP | Emissions data | AI-assisted insight

- Owned product experience from discovery and research through workflows, dashboards, prototypes, usability validation and engineering handoff with product managers, architects, engineers, sustainability specialists and users.
- Planned, facilitated and synthesized in-person and remote studies in 2025. An 8-employee observation workshop exposed usability gaps in core IFS patterns beyond the module; shared findings with product and design leadership to inform wider design-system and architecture discussions.
- Designed new Sustainability Management patterns for AI-assisted estimation and data-gap filling, including clear identification of generated values, review and user control to support trust in reported data.
- Participated in initial product grooming discussions for IFS Intelligence, exploring natural-language questions and contextual answers grounded in enterprise operations.
- The wider team brought IFSZero live after my tenure, following an approximately 4-5-month final build; my UX contribution ran through engineering handoff.

Senior UI/UX Engineer | UI/UX Engineer | Jun 2019 - Nov 2023

Dialog Axiata PLC | Ideamart

Sole UX owner within Ideamart across 10+ enterprise, developer and consumer products; guided partner UX teams at Axiata Digital Labs and XL Axiata Indonesia through design reviews and alignment.

Industries: Enterprise marketplace | B2B APIs | Payments | Telco

- Designed and helped launch Ideamart Marketplace, connecting one enterprise account to API-based SMS, geofenced campaigns and app monetization; also shaped Ideabilling and the Ideamart App Store.
- Designed Click2Pay's seller journey for SMEs and independent merchants: account setup and Dialog approval, product listings, and item-specific payment links. Buyers could pay through links shared on social media without sellers publishing bank details.
- Led a 2021-2022 Marketplace UX revamp after internal users encountered inconsistent flows, unreliable controls and difficult KYC onboarding. Simplified technical and nontechnical journeys and standardized interaction patterns.
- Created tutorials and internal documentation and helped train enterprise marketing users. The previous platform's engagement was reported at 18%; eight users needed guided onboarding after the redesign while others self-onboarded.

UX/UI Developer | Intern, UX/UI Developer | Jun 2016 - Jun 2019

John Keells IT (JKCS)

Designed internal sales and customer-facing experiences across aviation, hospitality and other services.

Industries: Sales enablement | Gamification | Aviation | Hospitality

- Led design for Next Step, replacing weekly Excel sales reports with live rankings, progress and rewards for an approximately 40-50-person John Keells Office Automation sales team.
- Worked on passenger and booking journeys for Evinta Aviation Solutions and Salam Air; conducted competitive UX research for Dubai KHDA and hospitality projects.

Independent UX/UI Designer & Developer (Freelance) | 2013 - Present

Independent product and client work

Selected concepts and browser tools developed alongside employed roles.

Industries: Blockchain | Conservation | Browser tools

- Researched and designed ecoFuture.lk, a blockchain-based conservation concept using photographic place and wildlife NFTs to raise awareness and support charitable conservation causes.
- Developed four browser extensions for webpage color palettes, font inspection, screenshot management and mobile screen simulation with data throttling and screen recording.

Core Expertise

Leadership: Product design direction | Research planning and synthesis | Cross-functional delivery | Engineer coordination | Design reviews

Agentic and AI UX: Human-in-the-loop approval | Trust and transparency | Generated data labeling | Fallback and user control | AI-assisted prototyping

Systems and commerce: Design tokens | Machine-readable components | B2B SaaS | Buyer and seller workflows | POS | CRM | Payments | Marketplaces

Tools: Wonder (agentic user flows and UX design) | Figma | FigJam | Google Stitch | Penpot (vector design) | Figma Make | Codex | Claude Code | GitHub Copilot | Replit | FullStory | Sketch | VS Code | HTML | CSS

Education

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

BCS Foundation Certificate in User Experience V1 | The Chartered Institute of IT | 2023