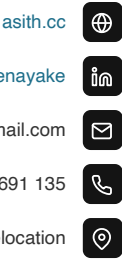


Asith Wijenayake

Lead Product Designer | Enterprise SaaS, Complex Workflows & Design Systems

Lead product designer with 10+ years simplifying complex enterprise, telecom, aviation, and operational products. Led end-to-end UX for IFS Cloud Sustainability and Emissions Management and served as sole UX owner across 10+ Dialog Axiata web and mobile products. International experience supporting clients and products across Asia, Europe, and the Gulf, including Sri Lanka, Norway, Sweden, Singapore, Malaysia, Indonesia, Bangladesh, the UAE (including Abu Dhabi), Oman, and Qatar. Strong in product strategy, research, design systems, accessibility, and cross-functional delivery. Currently building WizLabs' SME-focused B2B software platform and open to relocation.



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(+94) 779 691 135

Sri Lanka | Open to relocation

Professional Experience

Founder, Independent Product Strategy Consultant & UX Lead |

Feb 2026 - Present

WizLabs Pvt Ltd

AI-enabled product strategy and software company building offline-capable business platforms for SME retail, hospitality, and franchise operations.

- Own product strategy, UX architecture, research, prototyping, design system, and AI-assisted workflows end to end.
- Translate operational requirements into modular workflows across POS, inventory, customer management, franchise, and property operations.
- Conduct early market and workflow validation with prospective users and industry contacts to refine scope and rollout priorities.

Lead UX Designer | Nov 2023 - Jan 2026

IFS R&D International | Sustainability Applications

Lead designer for Sustainability and Emissions Management experiences inside IFS Cloud, translating ESG frameworks, scientific models, and organizational reporting structures into usable enterprise workflows.

- Led end-to-end UX across complex enterprise journeys used by customers in multiple industries.
- Partnered with product managers, solution architects, domain experts, ESG specialists, and engineering teams to reduce ambiguity before implementation.
- Helped operationalize new platform architecture and design-system standards for next-generation IFS Cloud modules.
- Introduced AI-augmented design reviews that improved narrative clarity and helped reduce early-stage UX rework by an estimated 25-30%.

Senior UI/UX Engineer | Jan 2021 - Nov 2023

UI/UX Engineer | Jun 2019 - Jan 2021

Dialog Axiata PLC | Ideamart

Sole UX owner for a large-scale digital ecosystem supporting enterprise, developer, and consumer platforms across Sri Lanka, Indonesia, and Bangladesh.

- Led GUI and UX design for 10+ web and mobile products, owning product experience, design direction, and delivery.
- Owned UX direction for Ideabiz, Click2Pay, Ideamart App Store, Ideabilling, and Marketplace across Sri Lanka, Indonesia, and Bangladesh.
- Improved complex billing, payment, marketplace, and developer workflows by reducing friction and clarifying multi-step tasks.
- Acted as the single-point UX lead across engineering, business, and marketing for 5+ concurrent initiatives, reducing late-stage rework.
- Delivered user journeys, workflows, wireframes, high-fidelity prototypes, and production-ready assets for web and mobile.
- Translated complex telecommunications and billing logic into intuitive, accessible experiences for diverse user groups.
- Standardized UI patterns across platforms, improving consistency, component reuse, and accessibility compliance.
- Mentored designers and engineers on accessibility, interaction patterns, and component reuse.

Education

BCS Foundation Certificate in User Experience V1 | 2023

The Chartered Institute of IT

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

University College Dublin

Core Expertise

Product & Experience Design

Enterprise SaaS ■ Complex workflows ■ Interaction design ■ Information architecture ■ Service design ■ Experience strategy

Research & Validation

User interviews ■ Usability testing ■ Journey mapping ■ Field observation ■ Competitive analysis ■ Behavioral insights

Design Systems & Quality

Design systems ■ Accessibility ■ Design tokens ■ UI standards ■ Governance ■ Cross-platform consistency

Leadership & Delivery

Stakeholder alignment ■ Design reviews ■ Mentoring ■ Cross-functional delivery ■ Product and engineering collaboration

Tools

Figma ■ FigJam ■ ProtoPie ■ Framer ■ Adobe CC ■ Affinity Suite ■ HTML ■ CSS ■ SASS

Leadership

WordPress.org Core Design System Contributor | 2016 - 2020

WordCamp Colombo Speaker & Organizer | 2016 - Present

Colombo Dribbble Meetup Founder & Organizer | 2017 - Present

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

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

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

Google Summer of Code - Mentor | 2019

Mozilla Student Ambassador | 2014 - 2016

FOSS.lk Community Advocate | 2017 - Present

FOSS NSBM Founding Member | 2013

UX/UI Developer

| May 2017 - Jun 2019

Intern, UX/UI Developer

| Jun 2016 - May 2017

John Keells IT (JKCS)

- Worked on aviation and passenger-facing platforms for regional and international clients in regulated, operationally constrained environments.
- Created competitive UX analysis and product research for Dubai KHDA, Evinta Aviation Solutions, Zhara Hospitality Solutions, and Salam Air.
 - Contributed to flight and meal-booking experiences and learned how airline operational and passenger-facing systems connect.
 - Developed early design-language concepts and aligned UX decisions with engineering and industry constraints.

UX/UI Engineer / Designer

| Jan 2013 - Present

Independent / In-house Freelance Work

- Delivered product design and front-end design support for early-stage digital products across retail, social impact, mobility, and environmental technology.
- Designed POS interfaces for a global food-service organisation, prioritizing rapid task completion, shallow navigation, and low cognitive load.
 - Led end-to-end UX for a peer-to-peer carpooling platform and a social-impact ordering application.
 - Researched and designed ecoFuture.lk, a blockchain-based platform focused on rainforest and wildlife protection.
 - Tested usability with end users and engineering teams in real environments, refining interaction models for speed, clarity, and accessibility.



Selected Product Scope

- Enterprise Sustainability

IFS Cloud Sustainability and Emissions Management
- Telecom & Payments

Ideabiz, Click2Pay, Ideamart App Store, Ideabilling, and Marketplace
- Aviation & Passenger Services

Evinta Aviation Solutions, Salam Air, and Dubai KHDA
- SME Operations

ERP, CRM, POS, hospitality, and franchise workflows at WizLabs

Referees

Available on request.