Asith Wijenayake

Lead UX Designer

Lead UX 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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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.

- Designed scalable interaction models translating scientific and regulatory frameworks into **clear, navigable user experiences.**

- Established **cross-platform UX continuity** and interaction standards to support long-term maintainability.

- **Partnered with product managers**, **architects**, **domain experts**, and ESG specialists to transform standards (GHG Protocol, ISO frameworks, embodied carbon concepts) into user-friendly flows.

- **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

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

- Led GUI and UX design for **multi-product web and mobile platforms**, 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 r**elied 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.

- 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)

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.**

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

Frontend & Design Systems Engineering
HTML ■ CSS ■ SASS ■ Advanced Theming
CSS Frameworks ■ Component architecture ■ Design tokens

Tools
Adobe CC Suite ■ Affinity Suite

Leadership

WordPress.org Core Design system contributor | 2016 - 2020

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

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

Colombo Dribbble Meetup - Founder & community Organizer	2017 - Present
FOSS.lk, Foss Sri Lanka Community Advocate	2017 - Present
Colombo SketchApp Meetup - Co-Founder & community Organizer	2016 - 2020
GDG Sri Lanka - Head of Design/ Branding	2015 - 2019
Google Product Expert - Google Maps, Google Chrome - Google South Asia	2014 - 2018
Google Summer of Code - Mentor	2019
FOSS NSBM Founding Memeber	2013
Mozilla - Student Ambassador	2014 - 2016

Referees

Referees available on request