

HESHAN WEERASINGHE

UX Lead

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SUMMARY	UX Lead with 3+ years of experience designing and leading user-centered digital products across mobile and web platforms. Currently driving the North Star experience strategy for Dialog and Airtel applications, shaping scalable product experiences for millions of users.
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WORK EXPERIENCE	UX Lead – Dialog Axiata PLC <i>Jan 2026 – Present</i> - Driving the North Star UX strategy for Dialog and Airtel digital applications, shaping scalable mobile and web experiences for telecom customers. Leading cross-functional collaboration with product, engineering, and business teams to deliver user-centered solutions, while ensuring design consistency through research-driven insights, interaction design, and design system governance. UX Designer – IFS R&D International (Pvt) Ltd <i>Nov 2024 – Dec 2025</i> - Contributed to modernizing legacy aviation maintenance workflows by redesigning user experiences for migration to the IFS Cloud platform using the Aurena framework. Designed enterprise UX solutions aligned with IFS design guidelines, collaborated with Agile product teams during development, and validated interfaces through stakeholder reviews and usability testing with airline clients. UI/UX Designer – Shiftx Global (Pvt) Ltd <i>Aug 2024 – Oct 2024</i> - Contributed to the complete UI/UX design process across diverse projects, from UX research and wireframing to high fidelity prototyping. UI/UX Designer – Graffon (Pvt) Ltd <i>May 2023 – Aug 2024</i> - Delivered UI/UX design solutions within the event entertainment industry, focusing on event ticketing systems and audience management platforms. Intern UI/UX Engineer - Ceyleon Solutions (Pvt) Ltd <i>Nov 2022 – May 2023</i> - Contributed to projects at Ceyleon, enhancing the UI/UX of existing projects and independently managing several UI/UX design projects and UI Developments projects using Flutter.
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PROJECT EXPERIENCE	Telecom Digital Experience – Dialog & Airtel Applications (2025) <i>Dialog Axiata PLC</i> Driving the North Star product experience for Dialog and Airtel digital platforms, leading UX strategy to enhance customer journeys across telecom services such as account management, data tracking, and service activation. Working closely with cross-functional teams to deliver scalable mobile experiences supported by research insights, interaction design, and design system alignment. - Tools used – Figma, Figjam, Jira, Claude-code Aviation Maintenance System – Maintenix (2025) <i>IFS R&D International (Pvt) Ltd</i> Modernizing the legacy <u>Maintenix</u> platform by migrating it to IFS Cloud for Aviation Maintenance Operations, reskinning complex workflows, and enhancing usability in line with IFS Cloud’s design system using the Aurena framework. - Tools used – Figma, Figjam
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Event Management Platforms – Naadha Gama, Kuweni The Musical (2023, 2024, 2025)

Graffon (Pvt) Ltd

Designed and delivered web applications for Naadha Gama and Kuweni The Musical, including a ticket reservation system and an integrated seat selection platform, improving user convenience and booking efficiency.

- Tools used – Figma, Figjam

ACADEMIC
QUALIFICATION

University of Colombo School of Computing, Sri Lanka

(Jan 2020 – Oct 2024)

Bachelors of Science (Hons) in Information Systems

First Class Honors

PROFESSIONAL
QUALIFICATION

British Computer Society (BCS) – The Chartered Institute for IT

Completed all three levels of examinations.

- Certificate Level | Diploma Level | Post Graduate Diploma Level

CERTIFICATIONS
& TRAININGS

Agile Meets Design Thinking (In progress)

Certification offered by Coursera, University of Virginia on applying Agile practices to product design and development.

IFS Consultant Training

Completed IFS Cloud ERP training in Supply Chain, Manufacturing, and Finance, enhancing my understanding of enterprise ERP workflows.

RESEARCH

Utilizing multi-sensory cues to enhance Art Gallery experience

A research project on assistive technology, developing a framework to enhance art viewing for the visually impaired by applying Human Computer Interaction (HCI) principles to create inclusive, sensory based experiences in both gallery and digital contexts.

- Abstract Publication – UoC ARCS 2023
- Poster Publication (Abstract) – ICTER 2023 conference

EXTRA
CURRICULAR

Computer Science Society of University of Colombo

- President (2023 – 2024)

TOOLS

Figma | Figjam | Balsamiq – Wireframing | Jira – Project Management | Claude Code

WEB
DEVELOPMENT

HTML/CSS/JS | ReactJS | Sass / Tailwind CSS | Material UI | Bootstrap | Flutter

UI/UX
SKILLS

Interaction Design | Typography and Colors | Wireframing | Design Systems | UX research

User Stories | User Journeys | User Flows | Personas | Usability testing

REFERENCES

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Aviation Maintenance Solutions – IFS)
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