

Asram Ahamed

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Executive Summary

Results-driven UI/UX Designer with 4+ years of experience delivering user-centric digital experiences across web, mobile, and enterprise platforms. Skilled in UX research, usability testing, design systems, responsive design, and WCAG accessibility compliance. Proven ability to collaborate within Agile teams to create data-driven solutions that improve user journeys and business outcomes. Recognized for delivering measurable impact, including contributing to an airline platform redesign that achieved an 85.8% CSAT score.

Technical Skills

- **Design & Prototyping:** Wireframing, High-Fidelity Prototyping, Interaction Design, Animation, Information Architecture, User Flows, Responsive Web Design, Email Design, Social Media Creatives
- **UX Research & Audits:** UX Audits, User Interviews, Usability Testing, Journey Mapping, Requirement Gathering, Stakeholder Management, Data-Driven Design, CSAT Analysis
- **Tools & Software:** Figma, Fig Jam, Adobe XD, Miro, Blender, Adobe Photoshop, Adobe Illustrator, VS Code, Jira, GitHub, Figma Motion, Figma Make, Claude Design
- **Development & Analytics:** HTML, CSS, JavaScript, Google Analytics
- **Accessibility & Standards:** WCAG Compliance, Accessible Design Systems, Cross-Platform UI Consistency, Brand Alignment
- **Methodologies:** Agile, Design System Documentation, Data Analysis, Data Visualization, Presentation Design

Professional Experience

Tiron Graphics | June 2025 – Present

Role: UI/UX Designer

Responsibilities:

- Design user-centric websites aligned with business objectives and user needs.
- Conduct UX audits to identify usability issues and optimize user journeys.
- Develop responsive web interfaces for multiple devices and screen sizes.
- Create email designs and social media creatives while maintaining brand consistency.
- Perform usability evaluations using qualitative and quantitative feedback.
- Collaborate with cross-functional teams including developers, marketers, and stakeholders.
- Deliver scalable design solutions within Agile workflows.
- Ensure visual consistency across all digital touchpoints.

Impact:

- Improved user engagement through data-driven UX recommendations.
- Enhanced design consistency across multiple digital channels.
- Reduced usability issues through continuous testing and iterative improvements.
- Supported successful delivery of high-quality design solutions in Agile environments.

Axiata Digital Labs | January 2023 – June 2025

Role: Associate UI/UX Engineer

Key Projects: Sri Lankan Airlines — Website, Internet Booking Engine (IBE), and Mobile App Redesign; Telstra Australia — Enterprise Telecom Portal Enhancements

Responsibilities:

- Designed web and mobile experiences for SaaS and enterprise products.
- Conducted user research to identify user needs and pain points.
- Collaborated with Business Analysts to translate requirements into UX solutions.
- Created user flows, wireframes, and high-fidelity UI designs.
- Developed and maintained reusable design system components.
- Documented design standards to ensure consistency across products.
- Performed UI quality assurance before product releases.

- Presented design solutions to product managers, engineers, and senior stakeholders.
- Collaborated within Agile teams to deliver user-centric digital experiences.
- Contributed to the UI/UX Community of Excellence Group through knowledge-sharing initiatives.

Impact:

- Contributed to the Sri Lankan Airlines redesign that achieved a CSAT score of 4.29/5 (85.8%).
- Improved design consistency through standardized design system components.
- Enhanced collaboration between design and development teams through developer-ready documentation.
- Supported successful delivery of enterprise-scale digital products.

EFutureTech Systems (Pvt) Ltd | November 2021 – May 2022

Role: Intern UI/UX Engineer

Responsibilities:

- Designed mobile experiences for the JobsandCVs recruitment platform.
- Conducted user research to understand job seeker behaviors and requirements.
- Created high-fidelity prototypes to improve user journeys.
- Designed intuitive onboarding experiences and user flows.
- Developed UI/UX solutions for the DatingEyes mobile application.
- Applied usability best practices to improve engagement and ease of use.
- Collaborated with internal teams to align design solutions with business goals.

Impact:

- Enhanced user experiences for job seekers through research-driven design decisions.
- Delivered intuitive mobile interfaces that improved usability and engagement.
- Contributed to multiple digital product initiatives during the internship period.

Education

Bachelor of Science (Hons) in Information Technology

Sri Lanka Institute of Information Technology (SLIIT) | 2023

Awards & Accomplishments

- Dean's List Recognition — Top 1% of the batch, August 2022
- Scholarship Award — Sri Lanka Institute of Information Technology, August 2022

Soft Skills

- Communication & Teamwork
- Problem Solving
- Stakeholder Management
- Adaptability
- Time Management
- Presentation Skills
- Cross-Functional Collaboration
- Attention to Detail