

Sidath Heenatigala

UX Leader · Product Design · AI & Enterprise Products

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UX leader with 10 years of experience designing fintech, enterprise SaaS, and AI-powered products used at a national scale across South Asia. Built and scaled Sri Lanka's leading digital payment network, led AI integration on a global ERP platform, and currently lead a cross-functional product team across designers, researchers, PMs, and engineers. Comfortable working across design, engineering, and business teams to simplify complex product problems.

Experience

UX Lead — AI & Design | [OREL IT](#) · Colombo

Feb 2024 – Present

- Lead a cross-functional team of 6 (designers, researchers) across a portfolio of B2B SaaS and consumer products.
- Introduced new workflows, design-system standards, and agile rituals that helped the team deliver work faster (30%+ improvement with AI-assisted processes).
- Lead UX strategy for AI-powered features integrated into existing products, from research and prototyping through launch and iteration.
- Focus on transparency and user trust when designing AI-related experiences, including how users interact with AI features inside everyday workflows.
- Mentor designers on craft, communication, and career growth; partner with engineering and product leadership on roadmap and resource allocation.
- Beyond UX: co-built OREL IT's 9-month B2B go-to-market strategy with the marketing team — defined positioning, messaging, and campaign architecture across AI, Cloud, and Security service lines. Generated the first qualified lead and set up a Jira-based lead-tracking workflow that aligned sales and marketing.

Senior Product Specialist (UX) | [IFS R&D International](#) · Colombo

Apr 2023 – Nov 2023

Lobby & Configuration · Experience Framework · IFS Cloud

- Led UX for machine-learning integration in [IFS Cloud](#), driving a 26% increase in user engagement and 27% lift in customer satisfaction through conversational models and personalized experiences based on customer behavior.
- Redesigned the column chooser in the datasource designer, simplifying data customization and improving analyst workflows across enterprise deployments.
- Resolved global TimeZone handling inconsistencies in IFS Cloud, eliminating display discrepancies for users across multinational rollouts.
- Authored end-user documentation for the [Lobby](#) and [Configuration](#) modules, standardizing onboarding for enterprise customers.

UX Lead | [Dialog Axiata PLC](#) · Colombo

Jun 2018 – Apr 2023

Genie — Fintech Super App

- Led design and launch of [Genie](#), Sri Lanka's leading digital payment network — surpassed 10B LKR (~\$31M USD) in processed transactions and 400K+ downloads.
- Headed UX for [Genie Stock Trading](#), opening the Colombo Stock Exchange (200+ listed companies) to retail investors via fully digital onboarding and an accessible trading interface.
- Improved collaboration between design and engineering teams through structured design reviews, research practices, and shared workflows that scaled with the product across multiple release cycles.

Lead UI/UX Engineer | [Codezync](#) · Colombo

Jan 2017 – Jun 2018

- Designed [UDIO](#), a carpooling app that cut commuter fuel and toll costs; improved internal design throughput by 56% through templated workflows and reusable components.
- Shipped [KitGro](#), a marketplace that lifted average sales of enrolled local vendors by 33.4%.
- Redesigned [Henna BySara \(Dubai\)](#) as a customer-first eCommerce experience, grounded in user research and testing — driving higher site visits and improved sales.
- Reworked the website architecture for [Dellogistics](#), improving customer retention through clearer navigation and content structure.
- Designed [Wish.lk](#) on a refined design system, contributing to stronger sales performance; led web design and development across multiple client projects.

UI/UX Engineer | Riverview Mobility Solutions · Colombo

Aug 2016 – Nov 2016

- Designed [The Body Shop Malaysia rewards app](#) — reached 500K user engagements and a 20% lift in customer satisfaction.
- Built interactive sections of [Riverview's SaaS platform](#), contributing to a 60% reduction in customer churn and a 15% increase in user satisfaction.

Trainee Software Developer | [Headstart \(Pvt\) Ltd](#) · Colombo

Jul 2014 – Aug 2015

- Contributed to [Guru.lk](#) (100K+ students); built 50+ interactive learning modules and a QuizUp-style trivia app that reached 10K+ downloads.

Design & Strategy Consultant | [Oaktier Software](#) · New Zealand / Remote

2019 – Present

- Selected client: [Regal Image International](#) — led mobile-first redesign that lifted site visits 36.5% and customer retention 21.7%.

Skills

Leadership & Strategy	Team management · Cross-functional collaboration · Product strategy · Roadmapping · Go-to-market strategy · Positioning & messaging · Stakeholder management · Agile/Scrum
Design Craft	User research · Journey mapping · Information architecture · Design systems · Prototyping · Usability testing · Heuristic evaluation · Accessibility (WCAG)
AI & Emerging	Designing AI-powered features · Conversational interfaces · AI usability & transparency · Responsible & ethical AI design
Tools	Figma · Figma AI · Claude · Google Stitch · HTML · CSS · JavaScript · React Native · SQL
Languages	English (professional) · Sinhala (native)

Education & Certifications

BEng, Software Engineering	University of Westminster, London (2016)
Certified Scrum Product Owner (CSPO)	Scrum Alliance (2024)
UX Management: Strategy & Tactics	Interaction Design Foundation (2024)
AI for Designers	Interaction Design Foundation (2024)
Product Management Certification	Pendo (2023)
Certified Usability Analyst (CUA)	Human Factors International (2019)