

ILHAM SHIRAZ

PRODUCT DESIGNER

Portfolio: ilhams.space/r/nopw | Email: ilhamshiraz@gmail.com | Phone: +94 771 120 771 | Location: Sri Lanka (open to remote)

PROFILE

I design at systems level, not screens. Over 15+ years I've taken enterprise products from an ambiguous problem to developer-ready design by holding user needs, business goals, and technical constraints in the same frame through structured research and architecture-level decisions. I have integrated AI into my design workflow as an assistant that supports execution while I retain ownership of every design decision.

CORE EXPERTISE

Strategy & Systems Thinking	UX Strategy, Systems Thinking, Information Architecture, Design Systems
Interaction Design & Delivery	Interaction Design, Wireframing, Prototyping, Accessibility (WCAG), Developer-ready Specs, SEO, Performance Optimization
User Research & Testing	Discovery & User Research, Usability Testing, Personas, Journey Mapping, Heuristic Evaluation, A/B Testing
Front-End Development	HTML, CSS, jQuery, Angular, React (Foundational)
Leadership & Team Collaboration	Mentoring, Stakeholder Alignment, Design Reviews, Cross-Functional Collaboration.

WORKING WITH AI

- **Research:** Translate stakeholder input and user research into clear problem statements, HMWs, jobs-to-be-done, and user stories by identifying patterns across interviews, surveys, and research findings.
- **Personas & journeys:** Creation of personas & journey maps, then refine and validate them against real user research.
- **Design Systems via MCP:** Build and automated design systems that connects Figma directly to React code using custom Tailwind styling, using Model Context Protocol (MCP) so AI tools can automatically build production-ready UI components.
- **Ideation & Design:** Generate design concepts from the research findings, and use them as a guide for realistic designs.
- **Design checks:** Check designs against accessibility and design-system rules, and run heuristic evaluations on them using the Figma MCP and AI Agents.
- **Full-Stack Architecture & Execution:** Develop end to end & scalable vibe coded apps considering security, performance, Frond end –backend architecture and deploy them.

EXPERIENCE

Senior Lead UX Designer | IFS R&D International (Pvt) Ltd - Enterprise Asset Management - R&D

Jul 2023 – Aug 2026

- Lead end-to-end UX design with Design Thinking for Enterprise Asset Management solutions, from research to developer-ready designs. This included conducting user research, persona creation, journey mapping, and usability testing to align business goals with user needs.
- Integrated AI-driven UX research, UI design by connecting MCPs.
- Collaborate closely with Product Managers, Program Managers, Engineers, and QA teams to ensure design feasibility and quality.
- Mentored UX designers and drove UX strategy, design governance, and experience consistency across teams.

Front-End Architect - UI/UX | Arimac Lanka (Pvt) Ltd / du Telecom

Aug 2022 - Jul 2023

- Designed and maintained front-end architecture ensuring performance, scalability, maintainability & SEO for <https://www.du.ae>.
- Created High level & Low Level design documents for each feature for the Du website using UML & Confluence and was consumed by developers.
- Balanced technical feasibility with UX best practices to deliver seamless digital experiences.
- Collaborated with developers and stakeholders to translate UX concepts into production-ready solutions.

Lead Consultant - UI/UX | Virtusa (Pvt) Ltd / British Telecom PLC

Dec 2013 - Aug 2022

- Led UX/UI design and Front End architecture for high-traffic enterprise applications at British Telecom.
- Conducted end-to-end UX research, producing actionable insights, defining design principles for product improvement.
- Delivered pixel-perfect UI while supporting clean front-end implementation using HTML, CSS, SASS, Angular, and React for www.globalservices.bt.com.
- Mentored UX/UI designers and cross functional collaboration.

Web Designer | Virtual Planet Solutions | *May 2011 - Nov 2013*

Front-End Developer | The Capital Maharaja Organisation Ltd | *April 2009 - Feb 2011*

EDUCATION & PROFESSIONAL QUALIFICATIONS

BSc (Hons) Computing - Teesside University, UK (Second Upper Class) | 2011-2012

DNIIT Diploma - National Institute of Information Technology | 2009-2010

CIMA UK - Foundation & Managerial Level 1 | 2006-2009

LEADERSHIP & COMMUNITY

President - Multimedia Unit, Computer Society | 2005

Director for International Understanding - Interact District 3220, Sri Lanka | 2007-2008

President & Editor - Interact Club of Zahira College | 2005 & 2006