

ILHAM SHIRAZ - User-Centered Problem Solving

Portfolio - <https://ilhams.space>

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PROFESSIONAL SUMMARY

I'm a UX designer who designs with purpose; bridging user needs, business goals, and technical constraints through systems thinking and design thinking. I turn complexity into clarity through research, user validation, and architecture-level design decisions.

CORE EXPERTISE

- UX Leadership & Strategy
- Design Thinking
- UX Research & Usability Testing
- Personas & Journey Mapping
- Wireframing & Prototyping
- Interaction Design
- Design Systems & Scalable UI
- Stakeholder & Cross-Functional Collaboration
- Mentoring & Coaching
- Front-End Architecture Collaboration
- Accessibility & Usability Standards
- Designing with AI and Designing for AI

PROFESSIONAL EXPERIENCE

Senior Lead User Experience Designer

IFS R&D International (Pvt) Ltd | Jul 2023 – Present

- Lead end-to-end **UX design with Design Thinking** for enterprise **Asset Management solutions**, from research to developer-ready designs.
- Conduct **user research, persona creation, journey mapping, and usability testing** to align business goals with user needs.
- Integrated **AI-driven UX research and analysis** to accelerate insights, persona development, and validation and reduce design review cycles by 30%
- 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, and maintainability.
- 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.
- Supported strategic UX initiatives across large-scale telecom platforms.

Lead Consultant – UI/UX

Virtusa (Pvt) Ltd / British Telecom Plc | Dec 2013 – Aug 2022

- Led UX design for **high-traffic enterprise applications** serving large user bases.
- Conducted **end-to-end UX research cycles**, producing actionable insights for product strategy.
- Defined **design principles and interaction models**, reducing support tickets by **25%**.
- Delivered pixel-perfect UI while supporting clean front-end implementation using **HTML, CSS, SASS, Angular, and React**.

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

Front-End Developer - The Capital Maharaja Organisation Ltd | Apr 2009 – Feb 2011

TECHNOLOGIES & TOOLS

- Design: Figma, Adobe XD, Sketch, Miro
- Front-End: HTML, CSS, SASS, LESS, Angular, React
- UX Methods: Usability Testing, Design Systems, Information Architecture
- AI in UX: AI-Assisted Research, Persona Generation, Design Validation

EDUCATION

- **BSc (Hons) in Computing** – Teesside University, UK – (Second Upper Class: 2011-2012)
- **DNIIT Diploma** – National Institute of Information Technology - (2008 – 2010)
- **CIMA UK** – Foundation & Managerial Level 1 (2006 -2009)

LEADERSHIP & CONTRIBUTIONS

- President – Multimedia Unit (Computer Society)
- Director for International Understanding – Interact District 3220, Sri Lanka
- President & Editor – Interact Club of Zahira College
- Graduate – Interact Leadership Training Program