

Ajeem Abdul Wahid

Product Designer & UX Designer

hello@ajeemetry.com | <https://www.linkedin.com/in/ajeemaw/> | Sri Lanka · Remote or willing to relocate

SUMMARY

UX Designer at Aeturnum with prior UX/UI consulting at Virtusa & British Telecom. I lead research and product design end-to-end — from discovery and validation through to polished, usable flows that engineering can build with confidence.

SKILLS

Contextual Inquiry · User Interviews · Usability Testing · Journey Mapping · IA / Task Analysis · Heuristic Evaluations · Prototyping · Design Systems · Figma · SEO / AEO / GEO

EXPERIENCE

Aeturnum Inc & Aeturnum Lanka

Lead UX Designer | Oct 2021 — Present | Sri Lanka

- Own UX research and product design across client and product engagements.
- Own research-to-delivery partnerships with PM and engineering — from discovery through production UI.
- Raise critique quality, research ops cadence, and usability standards for the design practice.

Freelance

Independent Product Design Consultant | 2012 — Present

Alongside full-time roles — selective engagements.

- Research-led product design and UX strategy for startups and enterprises.
- Designed products spanning POS/ERP, SMS gateway platforms, and healthcare lab systems.
- Designed flows for payments, SMS OTP, and hardware-connected checkout, and worked directly with clients and end users.

Virtusa & British Telecom - 3 yrs 1 mo

Consultant — UX/UI | Jan 2021 — Oct 2021 | Colombo, Western, Sri Lanka

- Delivered UX/UI consulting for enterprise client workstreams with cross-functional delivery teams.
- Translated business requirements into validated interaction models and UI specifications.

Associate Consultant — UX/UI | Oct 2018 — Jan 2021 | Colombo

- Delivered UX/UI for large-scale telecom and enterprise programs.
- Collaborated with developers to ensure design intent survived implementation.

zMessenger (Pvt) Ltd

UI Engineer | Aug 2017 — Oct 2018 | Hunupitiya Lake Road, Colombo 02

- Built and refined product UI for messaging/communication experiences.
- Bridged design and engineering with production-ready interface implementation.

Lanka Communication Services (Pvt) Ltd. (Subsidiary of Singapore Telecom)

UI Designer / Developer | Oct 2015 — Aug 2017 | Colombo 7, Sri Lanka

- Designed and developed UI for telecom-related digital products.
- Owned visual and interaction design through to front-end implementation.

SELECTED PROJECTS

ZekiSales — AI-Powered SaaS POS & ERP - -40% checkout time across wholesale, retail & credit customers

A multi-tenant POS and ERP that lets retail, wholesale, and credit businesses run checkout, inventory, purchasing, and customer engagement from one system — designed around how cashiers and owners actually work, with a Telegram bot, an AI chatbot, and a support ticket system built into the experience.

Velobotix — SMS Gateway API & Portal Platform - Resellers and Director Customers one platform, two audiences

A multi-tenant SMS gateway where platform owners, resellers, and business customers each get a portal that fits their job — plus a public REST API for developers. One delivery and wallet model sits underneath both, so what the API returns matches what the portal shows.

LabSoluvia — Medical Laboratory Management Platform - Minutes -> seconds to find a patient's

history, estimated against the old Word-and-folder routine

A multi-tenant laboratory information system for small and mid-sized diagnostic labs. It takes a lab from registering a patient to a report in their hands: orders and billing, sample labels, fast result entry with automatic flagging, optional pathologist verification and reports sent by SMS, plus the admin tools to ...

RECOMMENDATIONS (LINKEDIN)

Joe Hungerman, Founder, SEE/EYE · United States

Shanilie Ranatunga, Senior Consultant at Virtusa · Sri Lanka

Rohit Dabra, Tech Leader at QServices · India

Ilham Shiraz, Lead UX Designer at IFS · Sri Lanka

Eric Shumake, Principal Researcher at HXRLabs · United States

Nayana Priyadarshana, Freelance Designer · United States