ASANKA PALLE

Lead UI/UX Designer | Product Designer | UX Researcher

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PROFESSIONAL SUMMARY

Lead UI/UX Designer with 6+ years of experience designing B2B SaaS platforms and enterprise e-commerce experiences, from early-stage startups to a multi-brand enterprise. Owns design systems, leads research-driven redesigns of high-traffic purchase flows, and mentors designers while partnering closely with engineering and product. Uses AI-assisted workflows to move faster from discovery to tested concepts, and grounds design decisions in behavioral analytics and usability testing so UX work ties directly to conversion and delivery goals.

CORE COMPETENCIES

Product Design: Design Systems & Governance, Design Tokens, Information Architecture, Interaction Design, Wireframing, High-Fidelity Prototyping, Responsive Design, Accessibility (WCAG 2.1 AA)

UX Research & Strategy: User Interviews, Usability Testing, Journey Mapping, Heuristic Evaluation, A/B Testing, Funnel & Behavioral Analytics, Conversion Rate Optimization (CRO)

AI-Augmented Design: AI-Driven CRO Analysis, AI-Assisted Prototyping (Figma AI), Prompt-Driven Ideation, AI-Assisted Research Synthesis, Claude

Leadership: Design Mentorship, Design Critique & Review Cadences, Stakeholder Presentation, Cross-Functional Collaboration, Agile/Scrum

Tools: Figma, FigJam, Miro, Jira, Google Analytics (GA4), Microsoft Clarity, Hotjar, Adobe Photoshop, HTML/CSS/Sass, Python (pandas), SQL

PROFESSIONAL EXPERIENCE

Enthusiast Enterprises, Inc. **Feb 2025 – Present**
Lead UI/UX Designer *Wisconsin, USA*

- Lead end-to-end UX strategy and design execution across the company's multi-brand e-commerce product suite, owning the shared design system and component library.
- Introduced AI-assisted prototyping and ideation workflows (Figma AI, prompt-driven exploration), reducing prototype iteration cycles by ~30%.
- Built UX Intel, an AI-driven UX/CRO analysis system (GA4 + Microsoft Clarity + Claude) that automatically identifies, ranks, and measures conversion fixes across 11 e-commerce brands.
- On Custom Offsets alone, UX Intel replaces 90–115 hours of monthly analyst work (~$50–80K/year in labor) for about $15/month in running costs.
- Established UX standards, documentation practices, and recurring design reviews; mentor 3 marketing designers and guide a 10-person development team on UX standards and implementation.

SD Wheels (a division of Enthusiast Enterprises, Inc.) **Aug 2024 – Feb 2025**
UX/UI Designer *Miami, FL*

- Redesigned core e-commerce purchasing and wheel/tire configurator flows, increasing conversion rate by 8–12% and lifting checkout revenue by 2–4% of total daily revenue.
- Analyzed user behavior with Google Analytics and Microsoft Clarity (heatmaps, session recordings, funnel analysis) to pinpoint drop-off points and prioritize fixes.
- Built and tested high-fidelity prototypes through usability sessions with desktop and mobile shoppers, iterating designs based on findings.
- Worked with stakeholders and merchandising teams to turn complex vehicle-fitment requirements into a clear, guided shopping experience.

Envinse (formerly IDN Technologies) **Jan 2022 – Jul 2024**
UI/UX Designer (Contract) *Houston, TX*

- Served as the primary product designer for a B2B SaaS platform, translating complex technical requirements into responsive, modular web application interfaces.
- Built and scaled the company's first Figma design system with reusable component libraries, reducing developer implementation turnaround by 35%.

- Set up continuous feedback loops through customer interviews and AI-assisted research synthesis, grounding roadmap decisions in validated user needs.
- Led design reviews with engineering, product marketing, and leadership to align feature scope with quarterly delivery targets.

Cliqe **Jul 2021 – Dec 2021**
UX/UI Designer (Remote Contract) *Berlin, Germany*

- Conducted accessibility (WCAG 2.1 AA) and responsiveness audits of the core web product, resolving critical usability issues across device breakpoints.
- Redesigned the affiliate onboarding and dashboard experience, streamlining verification steps and improving responsive behavior end to end.

Springboard **Jan 2020 – Jun 2021**
UX Design Career Track (Full-Time Immersive) *Remote*

- Completed 350+ hours of hands-on UX training with 1:1 industry mentorship, delivering 4 portfolio projects covering information architecture, e-commerce UX, prototyping, and data dashboards.

Freelance UI/UX Designer **Jan 2019 – Apr 2020**
Self-Employed *Remote*

- Delivered 50+ UI/UX, web layout, and branding projects for international clients, building fast iteration and client communication skills.

SELECTED CASE STUDIES

Custom Offsets — Year/Make/Model Mobile Redesign **2025**
Mobile-first redesign of the YMM landing page for a leading aftermarket automotive platform, driving a +40% conversion lift over 6 months.

Enthusiast Enterprises — Unified Digital Hub **2025**
Designed and launched a central hub for a $1M+/day automotive e-commerce network spanning 9+ divisions, from zero to live.

Wheaton Concours — Registration & Payments Platform **2026**
Designed and shipped a registration, sponsorship, and Stripe payment platform for a charity car show, solo in two weeks.

More work: asankasanjaya.com

EDUCATION

B.A.S. in Data Science — St. Petersburg College Expected Dec 2026
Coursework in Information Technology — University of Colombo 2017
Bachelor of Arts in Sri Lankan Oriental Studies — University of Sri Lanka (U.S.-equivalent bachelor's degree) 2014

CERTIFICATIONS

- Google UX Design Professional Certificate — Google (Coursera), 2022
- UI/UX Design Specialization — California Institute of the Arts (CalArts), 2022
- Generative AI: The Future of UX/UI Design — SkillUp (Coursera), 2026