

# Samath Aravinda, UXC

Principal Product Designer / Senior Product Manager



EXPERIENCE - 17+ YEARS IN TOTAL

## Principal Product Designer | Product Design Lead | Senior Product Manager

Zuellig Pharma Singapore

Enterprise Product Strategy · UX & Design Leadership · B2B

Commerce · Product Analytics · AI/UX

Dec 2021 - Present - Singapore (5 years)

- Lead product design strategy for eZRx+, a B2B digital commerce platform operating across 9 countries, driving consistent and scalable experiences across complex pharmaceutical ordering, payments, returns and fulfilment journeys.
- Partner with regional product, commercial, technology and market stakeholders to align user needs, business requirements and product strategy, establishing standardised solutions while accounting for market-specific requirements.
- Lead end-to-end product design across discovery, research, journey mapping, service design, information architecture, prototyping, usability testing and design validation.
- Define and evolve UX patterns and design-system standards across 10+ digital products, improving consistency, scalability and collaboration between design and engineering teams.
- Influence product roadmaps and prioritisation by translating customer insights, behavioural data and business requirements into product opportunities and UX improvements.
- Work across multiple markets to identify common product problems, establish reusable design solutions and reduce fragmented experiences across the platform.
- Use Mixpanel and product analytics to analyse user behaviour, funnels, conversion and product adoption, translating insights into design and product improvements.
- Manage CleverTap engagement initiatives, using behavioural segmentation, campaigns and in-product communications to support product adoption, retention and customer engagement.
- Mentor and guide designers while establishing UX standards, design reviews, governance and cross-functional ways of working.
- Collaborate closely with Product, Engineering, Commercial, Operations and Market teams throughout discovery, delivery and post-launch optimisation.

[www.samatharavinda.com](http://www.samatharavinda.com)

[samath4me@gmail.com](mailto:samath4me@gmail.com)

+65 90 999 565

## Skills & Tools

User Research, Product Strategy, Product Discovery, Roadmap Definition, Prioritisation, Stakeholder Management, Cross-functional, Leadership, Agile Product Development,

Product Design, UX Strategy, UX Research, Service Design, Journey Mapping, Information Architecture, Interaction Design, Prototyping, Usability Testing, Design Thinking, Design Systems, Design Governance, Component Libraries, Accessibility Product Analytics, Mixpanel, CleverTap, Funnel Analysis, Conversion Optimisation, UX Metrics, UX ROI

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**MSc Business Psychology**

London Metropolitan University, UK

**PGD in Business Management**

NSBM Green University, Sri Lanka

**NNg UX Certificate (UXC)**

Credential ID 1035027

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## EXPERIENCE

### Senior Product Manager - eZ Engage, eZ Tender, eZ Flow & Digital Platforms

- Lead product management responsibilities across eZEngage, eZTender and Sitecore-based digital platforms, covering product discovery, requirements, prioritisation and delivery with Cross charge model.
- Translate business and requirements into product strategies, roadmaps, user stories and prioritised feature backlogs with cross charge model.
- Work with technology, business and market stakeholders to define product requirements and align delivery with commercial and operational objectives.
- Manage and prioritise multiple concurrent initiatives across 8 client-facing digital projects, balancing business priorities, customer needs, technical constraints and delivery timelines.
- Use Mixpanel, CleverTap and behavioural data to identify adoption opportunities, understand customer journeys and support data-informed product decisions.
- Coordinate cross-functional teams across Engineering, Marketing and business stakeholders to move initiatives from discovery through delivery and optimisation.

### Senior UX Designer

Govtech Singapore

Dec 2020 - Dec 2021 - Singapore

- Led UX design as the sole senior UX designer across two Smart Nation initiatives, taking projects from research and discovery through prototyping, validation and delivery.
- Conducted user interviews and research with government stakeholders and end users to identify operational needs and usability challenges.
- Developed user journeys, information architecture, interaction models and high-fidelity prototypes to simplify complex government workflows.
- Presented UX recommendations and design solutions to senior government stakeholders, influencing product direction and implementation.
- Worked closely with product and technology teams within agile delivery environments to translate research insights into practical digital solutions.

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## EXPERIENCE

### Senior UI/UX Designer

Thales Solutions Asia Pte. Ltd

Sep 2019 - Dec 2020 - Singapore

- Led UX activities for a Singapore Government command-and-control platform involving complex operational workflows.
- Conducted user interviews, field studies and contextual research to understand real-world operational requirements.
- Designed experiences across mobile, command consoles and large-scale video wall interfaces.
- Created rapid interactive prototypes for early validation and usability testing.
- Applied user-centred design and scalable UI principles to support complex mission-critical workflows.
- Collaborated with product, engineering and government stakeholders throughout design and delivery.

### Senior UX Lead

99x Technology

Apr 2017 - Aug 2019 - Norway / Sri Lanka

- Led UX design for a multi-product Finance & Accounts platform serving customers across multiple markets.
- Partnered with product owners across three countries to define new services, features and improvements using user-centred design methods.
- Established and evolved a common UI framework and reusable design patterns across the ADRA product suite.
- Conducted usability testing, heuristic evaluations and ongoing UX reviews to identify and prioritise product improvements.
- Defined and monitored usability metrics to support evidence-based design decisions.
- Led accessibility improvements aligned with WCAG/AA principles.
- Collaborated with distributed product and engineering teams within agile delivery environments

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## EXPERIENCE

### Design Lead

Pyxle International

Dec 2015 - Apr 2017 - Sri Lanka

- Led a 20-member web/product team delivering digital solutions across up to 15 concurrent client accounts.
- Managed design direction, delivery quality, client communication and team execution across multiple projects.
- Participated in client discovery and pitching, translating business requirements into product and design solutions.
- Led user personas, information architecture, wireframing and visual design from discovery through delivery.
- Worked directly with clients and senior stakeholders to define scope, manage expectations and achieve successful project outcomes.
- Conducted design and code reviews while introducing process and quality improvements across the team.
- Initiated new design and delivery practices to improve team capability and project execution.

### ICT Consultant | UI/UX Engineer

Commercial Credit Pvt Ltd

Dec 2013 - Dec 2015 - Sri Lanka

This is an A grade finance company in Sri Lanka. Was a consultant and UI UX engineer for the new ERP system integration. This is a system which cater to 75 branches. Field study and user research to understand the ground level operation Internal and external to incorporate changes, on Product & infrastructure design of the finance company. ATM, POS systems, Offline Systems, and Web application UI handled.

### UI/UX Engineer

ODDLY Pvt. Ltd

Mar 2013 - Dec 2013 - Sri Lanka

This is a start-up company that worked towards cloud funding for Grenada government. System is developed using Scala java and Play framework. User Centre Designs and rapid prototyping according to user feedback and diary studies. Frontend development using play framework. Award winning Altair web solution design and development

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## EXPERIENCE

### Senior Web Designer

Pyxle Pvt. Ltd

Sep 2010 - Mar 2013 - Sri Lanka

A web solution company with a leading customer base in Sri Lanka. Joined as a web designer and within 03 years climbed on the path as the Senior Web Designer.

### Web Designer

LemonOX Pvt Ltd

Mar 2010 - Sep 2010 - Sri Lanka

A web solution company in Sri Lanka. Creating new designs and front end development for web sites was the role.

### Web/UI Designer

Durdans Hospital

Oct 2007 - Mar 2010 - Sri Lanka

Leading hospital in Sri Lanka. New ERP system implementation is the main target. Designing New UI screen for hospital each department, Dashboard design for TV screens on patient areas. Migration time handle the billing department old system and new ERP system as user research and finalise on journey maps

## VOLUNTEER EXPERIENCE

### UX Mentor

CareerFoundry

2020 - Present - Europe/Asia / Online

Mentor in CF which supports the youth as well as people seeking to switch careers.

### Organiser / Speaker/ Lead Consultant

Hex

Mar 2013 - Dec 2013 - Sri Lanka

Focusing on helping UX community to move towards better UX implementation in Software Products. HEX conducts workshops in Sri Lanka and Malaysia to achieve this goal, via the HEX UX Model developed by the HEX team. So far, HEX has been able to successfully organize six workshops in Sri Lanka and Singapore/Malaysia.

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