

Ikhlas Ismi

Product Designer | UX Engineer

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Profile

Product Designer and Lead UX Engineer with 7+ years of experience across digital products and creative design, including 4+ years focused on smart-home and building-automation systems. Experienced in translating hardware constraints, technical requirements, and operational workflows into usable web, mobile, and tablet interfaces. Work spans workflow discovery, interaction design, Figma prototyping, cross-functional engineering collaboration, and hands-on implementation review, with a focus on making complex products easier to use.

Professional Experience

Senior Digital Creative Specialist | Assistant Manager

Jan 2026 – Sep 2026

Prime Lands

- Led and reviewed creative deliverables for digital campaigns, presentations, social media, and video, working with marketing stakeholders and designers to maintain quality and visual consistency.
- Supported campaign concepts, content production, and design feedback across multiple marketing initiatives.

Visiting Lecturer – Advanced Game Design

Nov 2025 – Feb 2026

Edith Cowan University, Sri Lanka Campus

- Delivered Unity-based lectures and practical sessions, assessed coursework, critiqued student projects, and provided technical and creative feedback.

Lead UX Engineer

Jul 2021 – Jan 2026

Kasper Global (Pvt) Ltd

- Led UX and interface design for connected-home and smart-building products across internal web platforms and mobile/tablet applications.
- Designed Kasper Monitoring workflows for device configuration, fault handling, installation/service activities, and manufacturing quality-control testing, working with engineers to understand hardware and operational constraints.
- Refined an existing home-automation interface and designed modules for controls, modes, presets, environmental monitoring, occupancy, and power analytics.
- Developed user flows, wireframes, high-fidelity interfaces, prototypes, and reusable UI patterns in Figma, improving consistency across screens and devices.
- Worked directly with electronics and software engineers throughout implementation and internal testing, reviewing interactions and addressing design-fidelity issues.
- Provided design direction, reviewed other designers' work, and contributed to product discussions on feature prioritisation, usability, and technical feasibility.

Creative Designer

Jan 2020 – Jun 2021

Australian College of Business and Technology (ACBT)

- Produced digital and print creative, presentations, video, and promotional materials for higher-education campaigns, events, and student communications.

Creative Content Executive

Dec 2018 – Sep 2019

Litmus

- Created campaign visuals, video, and digital content for consumer brands, including Unilever Sri Lanka, contributing to work later recognised at SLIM DIGIS.

Selected Product Work

Kasper Monitoring – Internal Web Platform

[View case study](#)

Designed internal workflows for device configuration, fault resolution, installation and service operations, and manufacturing quality control. Translated complex engineering requirements into structured interfaces, collaborating with technical teams through design development and internal testing.

Kasper Home Automation – Mobile & Tablet

[View case study](#)

Refined an existing mobile and tablet interface and designed modules for connected-device controls, modes, presets, environmental monitoring, occupancy, and power analytics. Collaborated closely with developers throughout implementation to maintain usability and design consistency.

Kasper Brand Identity – Visual Identity System

[View case study](#)

Led creative direction and developed brand guidelines, including logo applications, colour, typography, and usage standards. Directed logo development with a collaborating designer; the completed identity was officially adopted by Kasper.

Core Product Design Strengths

Product & Interaction Design: UX Design, Interaction Design, Information Architecture, User Flows, Wireframing, High-Fidelity UI, Interactive Prototyping

Research & Collaboration: Workflow Discovery, Requirements Analysis, Engineering Collaboration, Internal Testing, Design Reviews, Developer Handoff

Systems & Platforms: Design-System Foundations, Reusable Components, Complex Web Applications, Enterprise Workflows, IoT & Connected Devices, Mobile/Tablet UX

Education

Bachelor of Design in Games and Interactive Design

2025

Edith Cowan University

GPA: 3.90/4.00 | WAM: 82.9 | Gold Medal for Academic Excellence

Higher National Diploma - Web and Application Development

2018 – 2021

AMDT School of Creativity

Tools & Technical

Product Design Tools: Figma (Components, Variants, Auto Layout, Prototyping), Miro, Framer

Creative Tools: Adobe Photoshop, Illustrator, After Effects, Premiere Pro, Blender, Unity Engine, Unreal Engine

Technical Familiarity: HTML, CSS, JavaScript, C#, Flutter/Dart

Collaboration: Design Critique, Mentoring, Stakeholder Communication, Engineering Handoff, Implementation Review

Awards

Gold – The Digital Brand Bravery Award — SLIM DIGIS 2.0, Marmite “GOT #mitecoins”

Gold – Best Digital Marketing Innovation — SLIM DIGIS 2.0, Marmite “GOT #mitecoins”

Silver – The Digital Brand Bravery Award — SLIM DIGIS 2.0, Signal Hinahemu Sri Lanka

Volunteer Experience & Leadership

Karate Technical Assistant (Volunteer)

Dec 2016 – Present

Shotokan Karate Academy International

- 3rd Dan Black Belt in Shotokan Karate, supporting technical instruction, practical demonstrations, and student mentoring across different skill levels.