

Anoshaan Nagendra Rajah

Product Systems Designer • Associate UI/UX Lead

“ Human behavior is my design system ”

Summary

Product Systems Designer with 8+ years of experience designing enterprise-grade digital products across web, mobile, and operational platforms.

Specialized in scalable product systems, interaction design, motion systems, and AI-assisted workflows that simplify complex user experiences.

Experienced in leading collaborative product initiatives with startups, ISVs, and enterprise teams to build scalable design systems, improve delivery efficiency, and align user needs with business goals.

Core Capabilities

- Product Experience Design
- Behavioral Product Design
- AI-Enhanced Workflows
- Interaction Design Systems
- Component-Based Architecture
- Experience Architecture
- Enterprise UX Systems
- Design Systems
- Motion Systems

Experience

Associate UI UX Lead

Aeturnum • Oct 2021 – Present



- Led enterprise product experience design across web and mobile platforms for complex operational systems.
- Directed scalable design systems and interaction frameworks to improve consistency and delivery efficiency.
- Integrated AI-assisted ideation, prototyping, and validation workflows to accelerate product iteration.
- Collaborated with product, engineering, and business stakeholders to align user experience with business goals.
- Improved design operations, workflow standardization, and cross-functional design practices.
- Supported design direction, system governance, and product decision-making across enterprise initiatives.

Senior UI UX Engineer

Elegant Media • Sep 2018 – Oct 2021



- Designed scalable digital product experiences across 160+ international web and mobile projects for startups, ISVs, and enterprise clients.
- Developed reusable design systems, component libraries, and interaction frameworks to improve consistency, scalability, and delivery speed.
- Built motion systems and micro-interactions that enhanced usability, engagement, and interface clarity across digital products.
- Conducted product discovery, user research, flow analysis, and usability validation across complex digital product initiatives.
- Collaborated with international product and engineering teams to deliver technically aligned digital experiences for global clients.

Impact

- 8+ Years in Product & Experience Design
- 200+ International Digital Projects Delivered
- Enterprise & Operational Product Expertise
- Scalable Design Systems & Interaction Frameworks
- Motion-Driven UX & Behavioral Interactions
- Cross-Functional Product Collaboration
- AI-Assisted Design & Prototyping Workflows
- Design Operations & Delivery Optimization



Portfolio

www.anoshaan.design

Education



WIJEYA GRAPHICS

Advanced Diploma in Multimedia



ST. BENEDICT'S COLLEGE

2013 G.C.E. Advanced Level

Info



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Selected Tools

Figma	UI Design, prototyping
Maze	User research & testing
v0	Fast UI generation
Antigravity	AI agent systems
Webflow	CMS website builder
Spline	3D design
Claude Code	Coding assistant
Figma	Team collaboration
Creative Cloud	Storytelling