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With over 6 years of experience in both the agency and in-house worlds, I have designed, developed and managed a wide range of projects in web, digital, print, advertising, photography, film and animation in a variety of teams and environments from small companies, individuals to multi-million pound e-commerce websites.

You are reading this because I would love to work with you.

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## Skills

Areas of expertise – Photoshop, Illustrator, Indesign, After-Effects, Final Cut Pro, Premier, 3D Studio Max, Fireworks, Flash (Action Script 2.0) and Dreamweaver (HTML & CSS) in both Mac and PC environments.

Demonstrate creativity in visualising concepts, designing to satisfy clients with an eye for a professional finish and effectively meet multiple deadlines.

Team player; Inspire team members to work to higher limits throughout production.

Flexible and adaptable to utilise the latest technology and eager to progress in all design related fields

## Career History

### Lead Graphic Designer, **Electronic Arts, UK.** (BPDS) *Jun 10 – Present*

Managed the creative designs, landing pages and key marketing assets for the key video game releases for EA's online store "Origin" (Previously EA Store) across EMEA territories. This included digital marketing assets, affiliate creative, CRM (newsletters) and Social Media channels.

Initiated and maintained Origin specific social media accounts (Facebook, Twitter and Youtube), creating customised graphics and game trailers with specific Origin branding.

Responsible for the brand guidelines for all third party designs related to Origin. Worked within a team including designers and developers based in the UK and overseas.

### Graphic Designer, **Intaract Ltd, London** *Jun 09 – Dec 09*

Handled various digital design projects as the lead designer. Works also include design for print, identity and photography.

### Art Director, **Lowe LDB, Sri Lanka** *May 08 – Aug 08*

Worked in liaison with creative directors, copywriters and designers in brainstorming, production and execution of ideas. Contributed in preparation for design pitches. Co-ordinated photo shoots for the final execution stages in various projects. Designed and managed the digital aspect of the "Axe" campaign which won an Effie advertising award.

### Graphic Designer, **We Are Designers Pvt. Ltd. Sri Lanka** *Jul 07 – May 08*

Handled design work for print, web and multimedia projects. Head Designer for the Sri Lanka Tourist Board email marketing campaigns.

### Freelance Graphic Designer *May 06 – Jun 07*

Worked for a range of clients including theatre companies, fashion boutiques and telecommunication agencies on print and digital projects.

### Junior Graphic Designer, **Impact House of Advertising, SL** *Nov 05 – Dec 05*

Experience in creating final pieces with limited colour profiles, layout and grid designs.

### Graphic Design Intern, **Grant McCann Erickson, SL** *Jun 05 – Jul 05*

One of the top five advertising agencies in the country, we handled the most prestigious clients with the biggest budgets. Co-ordinated between departments, which gave opportunities to work through every stage of a campaign.

## Qualifications

- 2010 **BA (Hons) Graphic Design: Visual Communication** at the University for the Creative Arts, Maidstone, UK.
- 2007 **London A/L (Edexcel)** at Elizabeth Moir School, Colombo, Sri Lanka.
- 2006 Completed three years in **Creative Art Studies** at the Cora Abraham Art School.
- 2004 **GCE O/L (Sri Lankan)** at D. S. Senanayake College, Colombo, Sri Lanka

## Awards, Exhibitions and Appearances



**2011 – Speaker and Panelist - ENG 7th Annual Package Design Summit**, Barcelona. Representing Electronic Arts, presenting on the future of Package Design in a digital context.



**2009 – Bronze – Campaign Award for Beauty Products & Services – Effie Advertising Awards**, Sri Lanka – “Axe Games” campaign for the Unilever “Axe” brand



**2008 – Bronze – Campaign of the Year – Chillies Advertising Awards**, Sri Lanka. Campaign done for the theatrical performance “Thank You For Voting” by Stage Light and Magic Inc.

**2009 – “Design Market” Free Range Graduate Exhibition**, London

**2008 – “A Creative Tribute to a Teacher” CAAC Alumni Exhibition**, Sri Lanka

**Referees** Available on request

## Clients Include

Electronic Arts, Origin, Unilever, Axe, International Labour Organisation, Unicef, Ogilvy & Mather, McCann Erickson, Philips, Nations Trust Bank, Bank of Ceylon, Croydon Designers, Sri Lanka Tourist Board, Amazon Teas, Stage Light & Magic Inc, Mind Adventures Theatre Company, Elizabeth Moir School