

Thisuri Lokuhapuarachchi

Senior Multimedia Designer

SUMMARY

Senior Multimedia Designer specializing in storytelling, campaign content, and visual communication. Experienced in creative direction and producing video content for digital platforms.



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CONTACT:

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Sri Lanka

SKILLS:

Video & Motion:

- DaVinci Resolve
- Premiere Pro
- After Effects

Creative Direction:

- Art Direction
- Visual Storytelling
- Campaign Development

Design:

- Adobe Suite
- Branding
- Content Strategy

UI/UX:

- Figma, Adobe XD

Additional:

- Illustration
- 3D (Nomad Sculpt, Blender)

EDUCATION:

NATIONAL INSTITUTE OF BUSINESS MANAGEMENT

2020 - 2022

Advanced Diploma in Advertising and Multimedia (Distinction)

SPECIAL PROJECTS:

INSTRUCTOR – GRAPHIC DESIGN & WEB DESIGN (DA VINCI ACADEMY, US STUDENT PROGRAMME)

Planned and delivered design lessons, creating video content and guiding students through fundamentals.

REFERENCES:

Available upon request.

EXPERIENCE:

EMBLA SOFTWARE INNOVATION (PVT) LTD
SENIOR MULTIMEDIA DESIGNER

2024 - CURRENT

- Partnered with cross-functional teams to develop visual concepts and marketing materials for multi-platform campaigns, maintaining strong brand alignment throughout
- Drove end-to-end design delivery across complex projects, ensuring consistent quality, on-time execution, and budget adherence
- Filmed, directed, and edited video content for company events, managing the full production process from concept through to final delivery within budget
- Identified and implemented process improvements that measurably enhanced team design efficiency
- Contributed to a company-wide rebrand spanning visual identity and interior design
- Designed the presentation deck for the company's AI agent submission, which secured a Silver award at NBQSA

GNEXT TELECOMMUNICATIONS
CREATIVE DESIGNER

2023 - 2024

- Produced and edited video content and supporting visuals – graphics, layouts, and marketing assets – for digital campaigns across multiple social media platforms
- Developed visual storytelling concepts rooted in brand and audience strategy, consistently delivering high-quality output under tight deadlines
- Collaborated with cross-functional teams to manage multiple creative outputs simultaneously in a fast-paced production environment

TRIBAL LANKA (PVT) LTD
TEAM LEAD & ASSISTANT ART DIRECTOR

2021 - 2023

- Led a multi-disciplinary design team, overseeing creative output, project delivery, and campaign visual consistency end-to-end
- Art directed product and model photoshoots, managing all aspects of composition, styling, and visual direction
- Partnered with creative directors and marketing teams on campaign ideation, contributing to brand guidelines and visual identity systems

TRIBAL LANKA (PVT) LTD
MULTIMEDIA DESIGNER

2021

- Produced video edits, animations, and campaign visuals for digital marketing, backed by structured storyboards and visual concepts
- Created social media content and multimedia assets consistently aligned with brand identity

TAC THARINDU AMERESEKARA CONSULTING
GRAPHIC DESIGNER

2017-2021

- Designed end-to-end branding systems for clients across print and digital – logos, packaging, promotional materials, and social media content
- Produced motion content including video edits, GIF animations, and motion-based assets for digital campaigns
- Worked directly with clients to develop creative briefs and refine design direction throughout the production process
- Mentored junior designers on workflows, design standards, and production practices