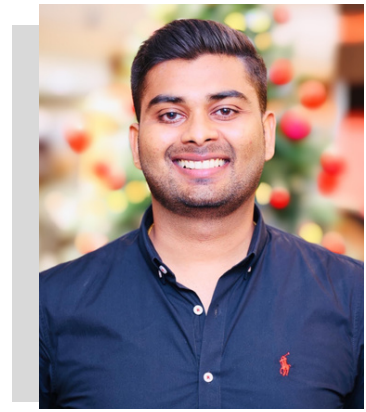


NIRESH FERNANDO



Creative and design oriented graduate, with over 5 years industry exposure and expertise in the design industry and currently lives in Brisbane, Australia to begin Master of Design programme. Highly skilled and experienced in thinking out of the box and generating innovative ideas to support client requirements that boost brand recognition, brand image & revenue growth. As a people manager, leading teams towards a common goal is a key strength of mine. I have also portrayed strong stakeholder management skills and team work throughout my career.

✉ nireshf12@gmail.com

☎ +61428582193

KEY SKILLS AND COMPETENCIES

Ability to liaise with all level of staff.

Hard working and willing to learn.

Ability to work in highly pressurized environments.

Ability to handle variety of work.

Strong public relations and communication skills.

Good organizing skills.

EDUCATION

GRIFFITH UNIVERSITY, BRISBANE, AUSTRALIA

Master of Design (MDes)

Enrolled to start in Feb 2023

Key study areas include:

Still and Moving Image, Experience Design, Visual Communication, Emerging Design Futures, Interactive Design, Prototyping, Professional Design Practise, Design Research Methods, Masters Design Project. Design Thinking, etc.

SRI LANKA INSTITUTE OF MARKETING (SLIM)

Certificate in Digital Marketing

July 2021 – Oct 2021

Key study areas include:

An Introduction to Digital Marketing, Search Engine Marketing and Optimization, Social Media Marketing, Introduction to Analytics, Online Reputation Management and Crisis Management

UNIVERSITY OF EAST LONDON, UNITED KINGDOM,

BA (HONS) Interactive Media Design - (2:1) Second Class Upper Division

Sep 2011 – June 2015

Key study areas include:

Visual Design, Graphic Design, User Interface & User Experience Design (Web/Mob Apps), Film & Video Production, Digital Marketing, Photography, Web Design (HTML,CSS), New Media Research Concept and Methodologies, Media Pro Multimedia Principles and Design, Multimedia Hardware, etc.

SOUTH ASIAN INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Diploma in Interactive Media

Apr 2010 – Oct 2010

Key study areas include:

Art and Design introduction, Pixel graphics with Adobe Photoshop, Vector graphics with Adobe Illustrator, Layouts with Adobe Indesign, Video editing with Adobe Premiere, Final Cut. Audio editing with Sound Forge, Web Design with Adobe Dreamweaver - HTML & CSS, Animation with Adobe Flash.

HOLY CROSS COLLEGE, SRI LANKA

G.C.E O/L Examination

Jan 1997 – Dec 2007

Passed the GCE (O/L) Examination in 2007 at Holy Cross College Sri Lanka with one 'A' pass, two 'B' passes, three 'C' passes and four 'S' passes.

WORK EXPERIENCE

MEDIA BANK, SRI LANKA **Founder/Creative Director**

July 2017 - Present

- Oversee the creative development process from concept stage through production of all creative assignments and ensure the content meet with the clients requirement.
- Develop, conceptualize, and brainstorm visual solutions to meet marketing and creative needs. This includes print advertising, print materials, brochures, signage, ad copy, materials layouts, flyers, artwork, email templates, short video, infographics, logo treatments and support of TV and digital marketing content.
- Key contributor to new concepts and thinking and help the team to meet the project deadlines.
- Ability to think strategically and understand the “big picture” of a particular project/campaign
- Ability to manage and maintain the highest standards in all departments - Graphic Productions, Digital Marketing, Video Productions, Photography, etc
- Ability to concept and design multi-media sponsorship graphics, such as large-scale event signage, banners, posters, handouts, and event materials.

MTV CHANNEL - CAPITAL MAHARAJA GROUP
Brand Development Executive

Dec 2015-June 2017

- Ensure monthly rating reports are thoroughly read and suggest programming changes if needed.
- Monitors and reviews all programming to meet station guidelines and schedules.
- Managing the trailer schedule and introducing new methods and creative concepts.
- Updating and Maintains GEN 21 for TV1 Programming.
- Assist Production Manager and Programming Director with the proofing and finalizing of monthly schedules and over looking the channel presentation.
- Total Programme coordination among Stein Studios, MTV Library, Scheduling Div and MCR
- Working closely with all divisions looking into urgent matters and resolving issues
- Updating and Maintains TV1 Website, Social Media and YouTube (Web Banners, Trailers, Programmes, etc.)

HARRODS, KNIGHTSBRIDGE, UNITED KINGDOM
Sales Advisor - Hampers Department.

Nov 2012 – Oct 2015

- Advising customers on product selection and processing customer transactions, both in-store and over the telephone.
- Meet individual sales targets by selling at every opportunity.
- Responsible for organising delivery within London and the UK or offering the export service.
- Establish and maintain good working relationship with clients, department and the store staff.
- Also liaising with customer services, management, and clients themselves, to swiftly and positively resolve customer complaints and to Deliver an outstanding customer service to keep all customers happy.

SERA CREATION IDEA PVT LTD
Junior Designer (Graphics and Video)

June 2011 – Sept 2011

- Determines style, technique, and medium best suited to organization promotion strategies.
- Confidence, to present and explain ideas to clients and colleague.
- Be able to present rough ideas with on the spot sketches.
- Proofreading to produce accurate and high-quality work.
- Involved in designing advertisements, brochures, handouts, flyers and online graphics.
- Keeping up to date with new software, post-production techniques & industry trends.

EXTRA CURRICULAR ACTIVITIES

- A member of School Senior Western Band and the School Choir.
- Former Member of Kalutara Cricket Academy and Surrey Cricket Club.

CAREER OBJECTIVE

- To offer my services to an organization, which recognizes creativity
- Competence and personal commitment.
- Create a path to climb up in the ladder by improving my qualifications and skills and
- by winning the faith of the organization while achieving my personal goals.

INTERESTS

I enjoy variety of activities such as Cricket, Swimming, Music, Editing and Designing

REFERENCE

Academic and employment references available on request.