



# MALIDU RATHNAYAKA

Experienced Digital Creator

Creative designer with strong expertise in branding identity, graphic design, and UI/UX. Experienced in building websites on CMS platforms like WordPress, Webflow, and Wix, and actively expanding development skills. Eager to bring design and web development together to deliver engaging digital experiences.

## PROFILE DETAILS

+971 50 619 24 57

Al Buhaira Tower, Al Nahda, Sharjah (Near Dubai Sharjah Boarder)

Birth - 17th May 2000

Nationality - Sri Lanka

malidu@brandgensolutions.com

www.brandgensolutions.com

## SKILLS

- Web Development (CMS)
- User Interface (UI) Design
- Content Marketing
- Social Media Marketing
- Branding
- Creative Designing
- Content Creation
- Video Editing

Tools that I'm familiar with:

- Figma, Adobe XD, Adobe Photoshop, Adobe, Premiere pro, Adobe Illustrator, Notion, Affinity Designer, Procreate
- CMS (WordPress, Weebly, Wix)

## EDUCATION

Ordinary Level 2006 - 2016

Ib. Model College

Advanced Level 2017 - 2019

Ku. Central College

Dip/ Higher in ICT 2019 - 2021

Infortec

## CERTIFICATION

### INDUSTRIAL UI/UX DESIGNER

All In One Holding

Issued on 2024

### Facebook Marketing For Beginners

Loku Business

Issued September 21, 2024

Credential ID cert\_w4zsklmm

### Enterprise Design Thinking

Practitioner

IBM

Issued on 2024

Credential ID 20777/98/BDG/P-SNBR/

CODE/2021

## WORK EXPERIENCE

### Brandgen Solutions

2021 - Present

Creative Designer and CMS Web Developer

A creative digital agency providing comprehensive solutions in branding, web development, social media strategies, and graphic design to help businesses grow their online presence and achieve their goals.

#### Key Achievements:

Built and managed a personal brand, delivering branding, social media marketing, and CMS-based website development. Completed over 100 projects with a very positive feedbacks, providing responsive web designs, branding, and personalized content to boost client engagement and online presence.

### Looklet

8 Month Contract - 2021

Image Retoucher

Looklet transforms fashion retail with scalable, high-quality automated imagery, combining technology and fashion expertise to modernize traditional workflows and reimagine online fashion imagery.

#### Key Achievements:

During my time at Looklet, I enhanced on-model imagery to meet high-quality standards, implementing efficient retouching techniques that streamlined the image processing workflow. I collaborated with creative and tech teams to align visual outputs with brand guidelines, ensuring a consistent and polished final product for customers.

### Cortex Academy

2020 - 2021

Digital Marketing Instructor

An e-commerce educational company teaching students how to run online businesses using platforms such as eBay, Etsy, and Shopify. Shared practical knowledge on digital marketing and e-commerce based on personal experience.

#### Key Achievements:

Mentored over 600+ students on Drop shipping, SEO, and social media marketing. Provided guidance in setting up Shopify and Etsy stores, offering ongoing support to help them achieve sales goals and succeed in online business.

### Orel IT (PVT) LTD

2019 - 2020

Associate Image Processor

A global technology company specializing in AI services, machine vision technology, software development, and data science solutions. Contributed to autonomous driving technology AI by processing and preparing images for AI training.

#### Key Achievements:

Processed and annotated images for autonomous vehicle AI development, ensuring high-quality data input for machine learning. Collaborated with teams to improve AI accuracy, consistently delivering precise results under tight deadlines.

## PROFESSIONAL DEVELOPMENT

- Actively expanding my knowledge in advanced CSS animations and transitions.
- Currently exploring JavaScript frameworks like React to enhance front-end development skills.