Raja Mahanama

Digital Designer

Sydney based

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Skills

Digital Design
U/UXI Design
Graphic Design
Web Design
Wireframing
Prototyping
Hosting/ Cpanels
Project Management
Animations
Adobe CC
Sketch
Zepline
Figma
Wordpress
Invision
Omni Graffel
HTML/ CSS
Social Media
Illustrations
After Effects
Lightroom
Sketchup
Photography
Freehand drawing

Profile

I'm a passionate digital designer with over 12 years experience designing world class graphics, leading teams and creating user experiences for mobiles, the web and physical products. I'm a strong proponent of a holistic view on product development - including the product as whole and above all the human perspective within the social and environmental context. With a solid and balanced understanding of the complex relationship between design, business and technology I act as a catalyst among the parties involved in product development.

As a software engineer by education combined with a solid business acumen developed through my past roles, I endeavour to have a deep understanding of the clients' businesses to develop brand purpose and value with an aim to create truly business transformational ideas, in all parts of the business. During the last 10 years, I have helped my clients across the world to understand their customers better and deliver award-winning designs and experiences to delight them within their budget and schedule.

Professional Attributes

DESIGNING   12+ YEARS

Specialised knowladge in designing world class graphics and illustrations, create illustrations and graphics for digital and print media, motion graphics, high attention to details, branding, typography strategical improvements for eye catching designs.

UI/UX DESIGNING   7+ YEARS

Capable of analysing scenarios and create user and process flows, persona creation, story-boarding, low and high fidelity wire-framing, prototyping and designing and creating concepts for user experiences for web and mobile applications.

PROJECT MANAGEMENT   9+ YEARS

Actively consult stakeholders for clear project briefs and design specifications. Detailed plans and schedules and risk assessments to ensure projects are delivered on time, within budget and to the highest quality standards.

Education

MBA (BUSINESS ADMINISTRATION)
Edith Cowan University, Western Australia

B.SC (COMPUTER SCIENCE & SOFTWARE ENGINEERING)
Edith Cowan University, Western Australia

HIGHER DIP IN MULTIMEDIA (GRAPHIC DESIGNING & 3D ANIMATIONS)
Wytech Institute, Sri Lanka

Work Experience

LEAD DESIGNER   2020 SEPT - PRESENT
Arttricks Design Studio Pty Ltd. partnered with Biguppetite Pty Ltd.

CHALLENGES

- Managing a team of 8 of creatives and developers on various projects catering Australian market
- Developing brands for Australian SBU's that strikes the perfect balance between professionalism and boldness with high level of sophistication and credibility while embracing a vibrant and dynamic approach that stands out in the market.
- Designing and developing ecommerce websites/ online courses reflecting a sense of assurance and reliability with refined and elegant visual identity.
- Generating project campaigns and assets making a dynamic visual impact (Landing pages, Mobile App screens, Social Media Content and Ads, EDMs, Podcasts)
- Integrating platforms to create automations so it triggers chain of events/actions overridding most of the manual inputs and tasks.

UI/DIGITAL DESIGNER   2020 JUN – 2020 SEPT
Coach mark Carroll Pty Ltd.

CHALLENGES

- Lead and verify creative projects for completion and document them to ensure accuracy and consistency.
- Utilise customer experience to ensure all website and mobile app enhancements comply to strict usability guidelines and user-centric best practices.
- Design user interfaces of two Mobile apps and website to support best user experience.
- Design micro sites, banners, HTML email and newsletter templates to customise and other electronic media managed content
- Execute top-quality design from concept to delivery complying with brand standards in execution of marketing materials.
- Develop digital storyboards and animation as demanded.
- Interact with senior copywriters to develop creative solutions.

LEAD DESIGNER   2019 APR – 2020 JUN
Clean Health Fitness Institute

CHALLENGES

- Lead the design team working on pure design-led projects, creating a range of cross-platform design work maintaining brand consistency.
- Responsible in developing responsive website, digital campaigns (landing pages, microsites, EDMS, interactive banners, GIFs), UI for mobile apps, video editing/ motion graphics, social media graphics (animated videos, animated quote cards and stories, blog Images) and print collaterals.
- Designed and produced assets, prototypes and mock-ups for industry giants in fitness industry world-wide such as Mark Carroll, Dr. Layne Norton, Sebastian Oreb, Christian Thibaudeau in order to uplift their brands.
- Coordinated with top management, social media team, brand manager on achieving weekly product launches, deliver digital output of the highest quality and top notch.

Improved the Instagram post engagement from over 300% in 6 months.

Optimised and improved the website loading speed from 22.3% to 4.3% and SEO score from 42% to 89% which helped the company sell 22% more tickets organically saving $122,000 for the quarter.

Doubled up website referral sales and visits by implementing the new digital marketing plan and improved search presense of the company website.

Built a good rapport by establishing a solid branding identity across the company i.e. website, marketing collateral, vehicles and showroom brandings.

DIGITAL DESIGNER
2017 AUG – 2019 APR

Kerwin Rae

CHALLENGES

- Led pure design-led projects, creating a range of cross platform design work maintaining brand consistency and contribute unique ideas for strategic marketing initiatives for digital products.
- Developed graphical assets on 6 different social media channels, 3 websites, blogs and print collaterals including workbooks, event backdrops and other marketing assets.
- Utilised customer experience to ensure all site enhancements comply to strict usability guidelines and user-centric best practices.
- Produced animation and motion graphics in the video production pipeline.

MARKETING/ ADVERTISING ASSISTANT
2016 JUN – 2017 AUG

Klindex Australia

CHALLENGES

- Created a solid corporate brand for the company while using push marketing measures to create brand awareness.
- Designed Klindex Australia website, digital campaigns (EDM campaigns, Newsletters, campaigns and landing pages) Vehicle wraps and all print collaterals i.e. catalogues, brochures, reports, sales kits, leaflets, flyers maintaining brand consistency.
- Improved usability, design, content and conversions of the company website through SEO and Google Analytics for lead generation.
- Supervised social media channel and conduct digital marketing measures to draw indirect traffic to the website i.e. Facebook advertising, PPC and Google AdWords.

GRAPHICS DESIGNER
2013 APR – 2016 APR

Cyclomax International Pty Ltd, Sri Lanka

CHALLENGES

- Managed day-to-day design related tasks in agency environment including creating and editing of InDesign and Illustrator, Photoshop files (Logos, EDMs, digital and print advertisements, magazines, tender documents, flyers, brochures, and briefs) with excellent attention to details.
- Created research-based infographics (vector-based illustrations) for social media and training assets.
- Set up, developed and hosted Wordpress websites for multiple clients.
- Aquired strong organisational skills and the ability to manage multiple tasks, achieve deadlines and maintain detailed records of workflow and work in progress.

SOFTWARE DEVELOPER

State Trading Corporation, Sri Lanka

CHALLENGES

- Became in-house expert on STC's proprietary web design application
  (Sierra), plus PHP, HTML/CSS and CMS platforms and created
  compelling client centric websites, interactive, digital and integrated
  advertising campaigns, rich media including graphics, typographic
  arts on demand.
- Developed, enhanced and optimized more than 40 websites for small
  to large scale private and government organizations. Managed a
  business client base of over 100 per individually account.
- Produced microsites, demo sites, sitemaps and designed images,
  icons, banners, buttons, etc.