

# RAJA MAHANAMA

SYDNEY BASED VISUAL & UX  
DESIGNER

## PROFILE

Experienced Digital Designer with 12+ years in UI/UX, graphic design, web design, and digital marketing. Passionate about enhancing user experiences by understanding human behavior and aligning design with technology-driven brands. Skilled in problem-solving, communication, project management, and team motivation, with a proactive and positive approach.

## SKILLS

### Leadership Skills

Team leadership and motivation  
Planning and organization

### Technical Skills

Advanced Figma, Notion, Sketch, JIRA, Monday, Airtable, Adobe CC, Wordpress, Joomla, Adobe XD, After Effects, Adobe Premier, HTML, CSS, Javascript, Bootstrap, Web Development, Motion Animation, Video Editing, Marketing, UX Designing, Photography, Event Media Management

### Communication Skills

Negotiation Technical writing

### Problem-Solving Skills

Data analysis and decision-making  
Business process optimization

## CONTACT

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**Email:** mmahanama@gmail.com

**Linkedin:** mohan\_mahanama

## EDUCATION & ACHIEVEMENTS

Edith Cowan University, Bachelor of Science in Computer Science & Software Engineering (Graduated: MAY 2008)

Edith Cowan University, Masters of Business Administration (MBA) (Graduated: JAN 2011)

WYTECH Institute, Advanced Diploma in Multimedia (Completed: 2008)

## CERTIFICATIONS:

- Certified User Experience Designing, July 2022
- Certified in Adapting Agile, Dec 2021
- Certified in SEO & SME, Dec 2021

## EXPERIENCE

**Senior Designer/ Ecommerce Specialist,**  
Sydney Tools. (May 2024 - PRESENT)

- **Creative Leadership:** Leading a design team of 11 and managing projects across 240+ brands, with a focus on quality, mentoring, and design innovation.
- **Ecommerce & UX Expertise:** Extensive experience in maintaining large-scale eCommerce platforms, driving product listings, EDMs, and UX-focused landing pages for AU/NZ markets.
- **Multi channel Design Skills:** Skilled in web, packaging, EDM, animation, photography, and motion graphics, video editing—ensuring consistent, high-impact visuals across all brand touchpoints.

**Lead Designer, Artricks Design Studio Pty Ltd.**  
(SEPT 2020 - MAY 2024)

- **Creative Direction & Team Leadership:** Led a team of 8 designers and developers to deliver high-impact digital solutions across web, mobile, social, and automation platforms
- **Branding & Visual Identity Development:** Developed 40+ brands from the ground up, balancing bold creativity with professionalism and sophistication—enhancing online presence and credibility for various Australian SBUs.
- **UX, Automation & Multi-platform Design:** Specialized in designing eCommerce sites, online courses, mobile apps, and customer journey flows. Integrated automation tools to streamline workflows, reducing manual effort and improving efficiency.

**UI/Digital Designer, Coach Mark Carroll Pty Ltd.**  
(JUN 2020 - SEPT 2020)

- **Project Oversight & Cross-team Collaboration:**  
Led creative projects from concept to completion, ensuring quality and consistency. Acted as a bridge between the design team, account teams, and developers to maintain alignment and execution standards.
- **UI/UX Design & Digital Execution:** Designed user interfaces for mobile apps and websites, prioritizing usability and user-centric principles. Delivered visually impactful EDMs, landing pages, microsites, banners, and other digital assets.
- **Creative Development and Motion Design:**  
Executed high-quality designs aligned with brand guidelines, developed digital storyboards, and created motion animations. Collaborated closely with copywriters to craft engaging and effective campaigns.

**Design Lead, Clean health Fitness Institute**  
(APR 2019 - JUN 2020)

**Digital Designer, Kerwin Rae Pty Ltd.**  
(AUG 2017 - APR 2019)

**Web Designer/ Marketing Assistant, Klindex**  
Australia (JUN 2016 - AUG 2017)

**Digital/Print Designer, Cyclomax International Pty Ltd.** (APR 2013 - APR 2016)

**Software Developer, State Trading Corporation, Sri Lanka** (APR 2008 - APR 2013)



View Portfolio  
[www.rajamahanama.com](http://www.rajamahanama.com)





# Sydney Tools Branding & Website

As the Senior Designer at Sydney Tools, I played a key role in strengthening the brand's visual identity and elevating its presence across digital and physical platforms.

Sydney Tools is one of Australia's leading power tool and industrial equipment retailers, and my focus was to ensure the brand communicated authority, reliability, and innovation — while also staying relatable to tradies and professionals.

## Design Decisions

- Refreshed the visual identity by modernizing the brand's digital assets, streamlining typography, color palettes, and layout systems for consistent application across all channels - from eCommerce to print catalogs and retail signage.
- Led the redesign of major campaigns of 114 major supplier brands and digital storefronts to improve usability and visual impact, directly supporting sales growth and customer engagement.
- Created dynamic, conversion-focused assets for website banners, email marketing, social media ads, and product launches — all aligned with strategic brand messaging.
- Collaborated with marketing and product teams to ensure every touchpoint, from digital to in-store experience, felt cohesive and on-brand.
- Directed junior designers and external creatives, ensuring high-quality output across national campaigns and promotional materials.

**SYDNEY TOOLS**





# iMovies App UI

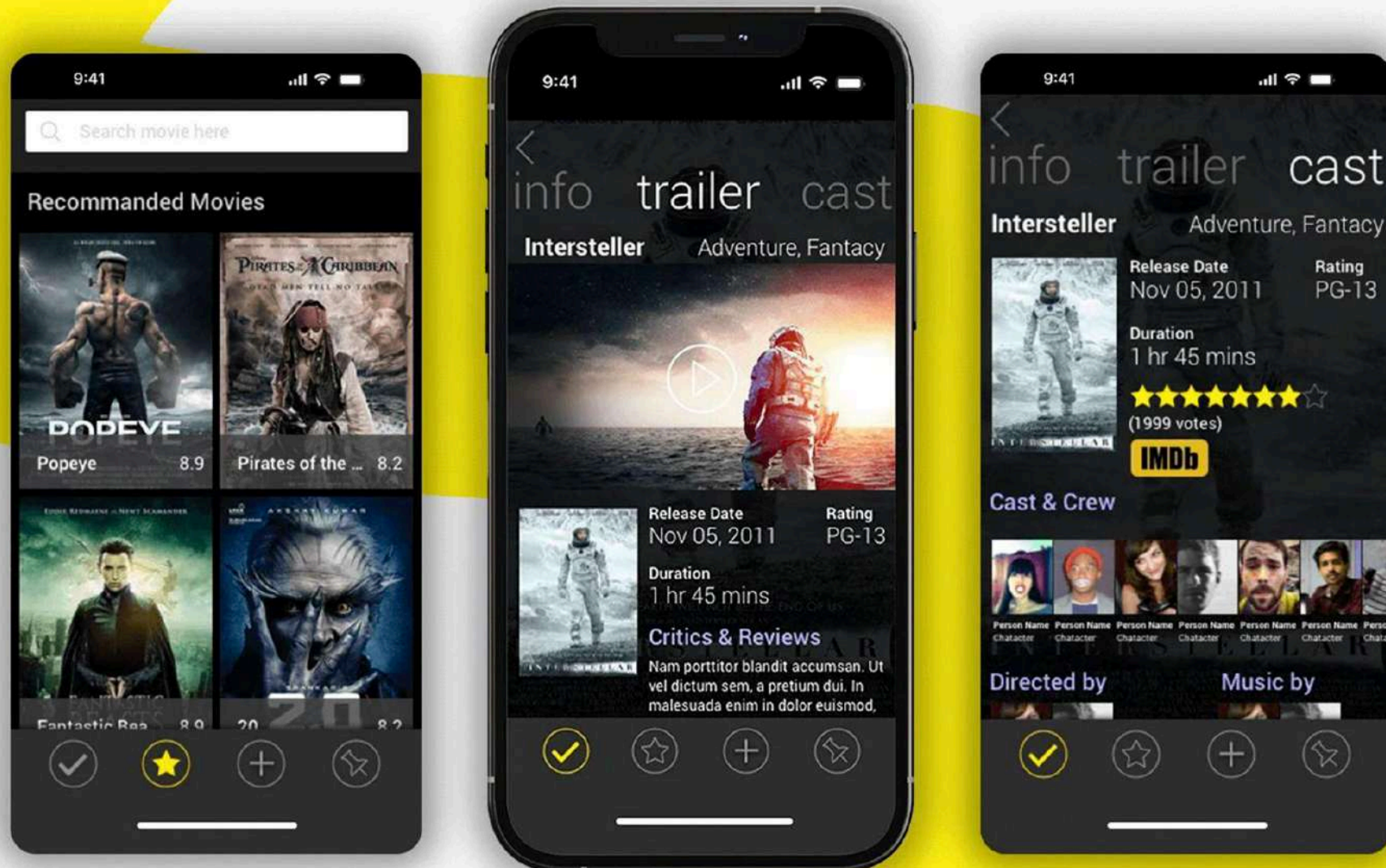
iMovie is a concept mobile application designed to enhance how users discover, explore, and engage with movies on-the-go. The goal was to create a visually immersive and intuitive movie browsing experience that balances usability with rich visual storytelling.

## Overview

- Role: UI/UX Designer
- Platform: iOS
- Tools Used: Figma, Adobe XD, Photoshop

## Design Decisions

- Prioritized user flow by creating a 3-tab navigation structure separating discovery, engagement (trailers), and in-depth details (cast/crew).
- Employed consistent iconography and motion cues for a modern and responsive look.
- Chose dark UI to create a cinematic feel and enhance media content visibility.





# VRTUS Brand Building

VRTUS is a bold, purpose-driven fitness brand that I developed from the ground up. The identity reflects strength, community, and clarity of purpose. As the lead designer, I created a full brand system that extended across digital platforms and physical assets—building a cohesive experience that communicates both energy and professionalism.

## Overview

- Role: UI/UX Designer
- Platform: Digital & Print
- Tools Used: Figma, Adobe CC

## Design Decisions

- **Brand Identity:** A modern logomark paired with clean, confident typography. The branding is rooted in sharp angles and minimal design, symbolizing structure, power, and discipline. The logo is adaptable across both apparel and digital formats.
- **Website Design:** A dark-themed, immersive homepage experience, optimized for impact and storytelling. The layout uses bold hero imagery, clear CTAs, and structured content blocks to convert visitors into community members. The aesthetic is strong and modern—matching the visual tone of elite training culture.
- **Stationery Suite:** Designed letterheads, business cards, and digital brochures to maintain a consistent identity across touchpoints. Monochrome palettes with subtle logo overlays reinforce brand recognition while remaining sleek and minimal.
- **Print Collateral:** A tri-fold brochure showcases the gym's services and community culture with black-and-white imagery for a gritty, authentic aesthetic. All layouts are designed for clarity and balance.





# IFA Brand & Website

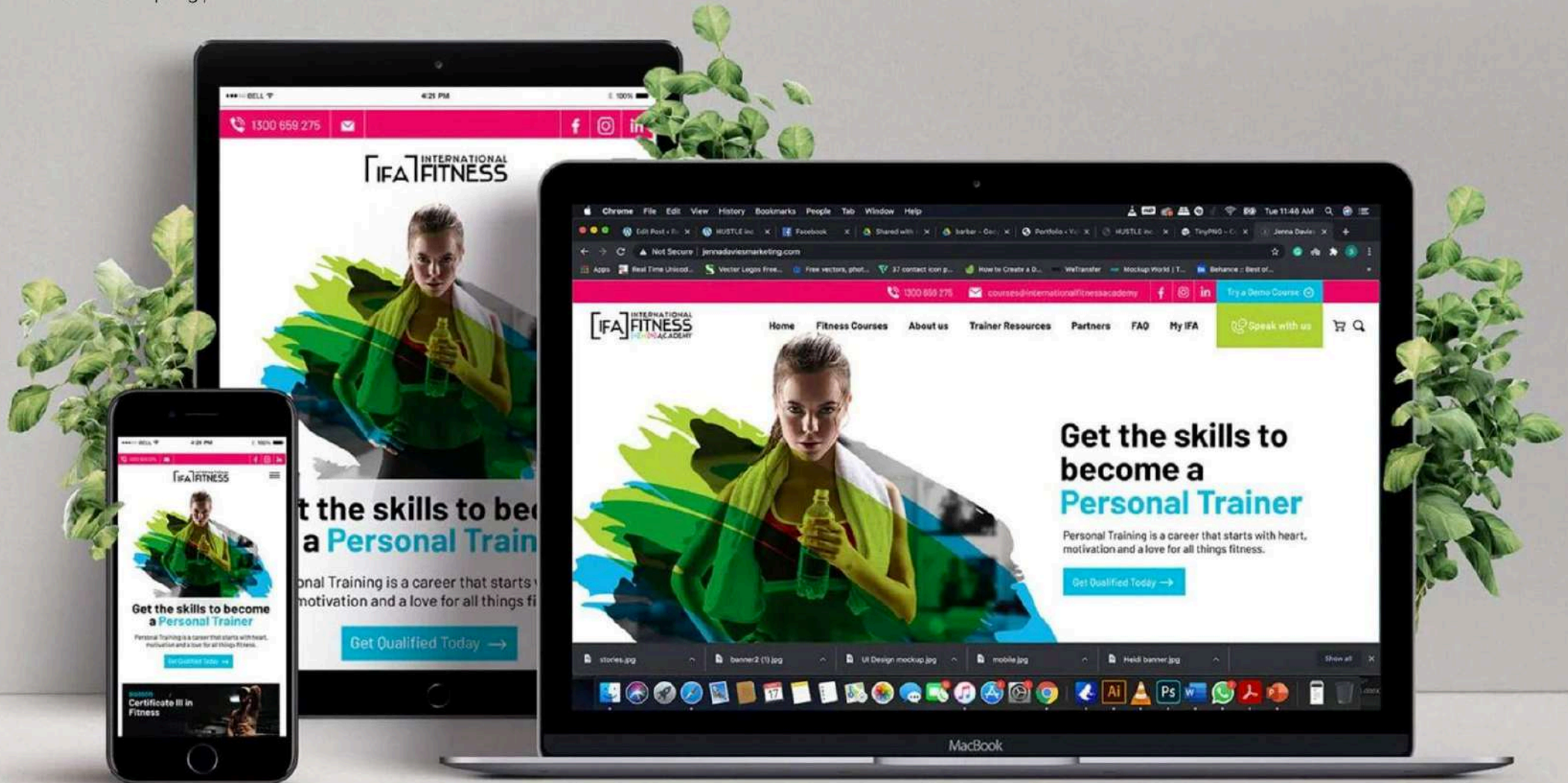
IFA Fitness Institute's digital presence is now dynamic, inclusive, and conversion-focused. It embodies the brand's promise: turning passion into a profession. This project demonstrates my ability to blend strategic branding with functional UI, creating a vibrant platform that truly engages its target audience.

## Core Objective

- Create a fun and motivating visual identity that appeals to younger audiences and aspiring personal trainers.

## Design Decisions

- **Visual Identity:** I used a high-energy color palette—bright greens, blues, and pinks—to reflect vitality and movement. The abstract brushstroke background and athlete imagery reinforce motion and momentum, visually supporting the message of growth and transformation.
- **Responsive Web Design:** Designed a seamless experience across mobile, tablet, and desktop. Each layout is tailored for clarity, action, and visual consistency. The 'Get Qualified Today' CTA is intentionally dominant, guiding users toward enrollment effortlessly.
- **User-Centered Navigation:** Prioritized key sections like Courses, FAQs, and Demo Access while keeping contact options (phone, email, chat) always visible. The layout reduces friction in the decision-making process, enhancing conversions.







## Lauren Simpson Brand

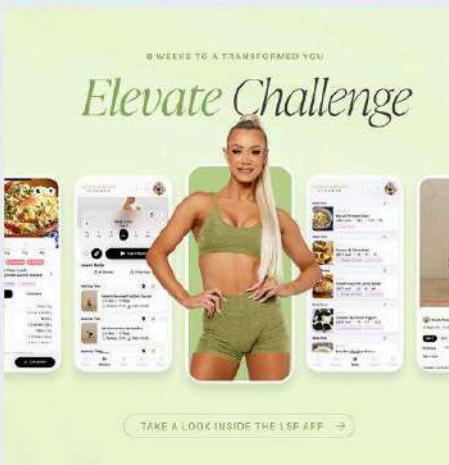
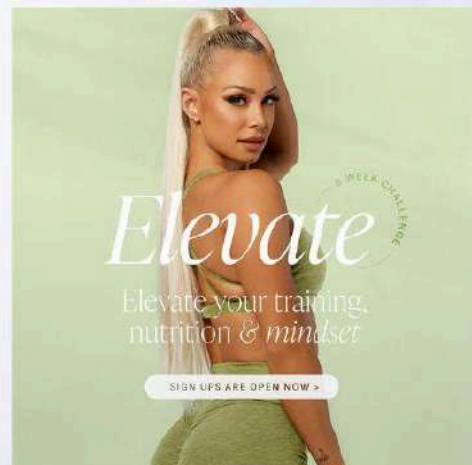
Lauren Simpson is a globally recognized WBFF Pro, fitness model, and influencer with a massive digital following. I led the visual design and creative direction of her fitness brand, helping to translate her personal energy and authority into a cohesive, high-performing digital experience. This brand is all about empowerment, results, and lifestyle transformation—and every asset is designed to reflect Lauren's confident, bold, and motivating personality.

### Tone & Look

- Bright, feminine, empowering. Strong use of bold gradients, sharp contrast, and clean typography to elevate urgency and trust.

### Campaign Design & Digital Assets

- **Program Promotions:** Designed visual campaigns for all her flagship training programs (e.g. Goal Getter, Booty Builder, Elevate Challenge). Each layout is optimized for sales performance and visual hierarchy.
- **Social Media Ads & Stories:** Created high-converting Instagram story sets and feed posts for seasonal launches, final callouts, and progress journeys. Used clear product structuring and emotional cues to drive clicks and conversions.
- **App User Interface:** Designed sleek UI screens of Lauren's training app to attract young users for her programs.





# Klindex Brand & Website

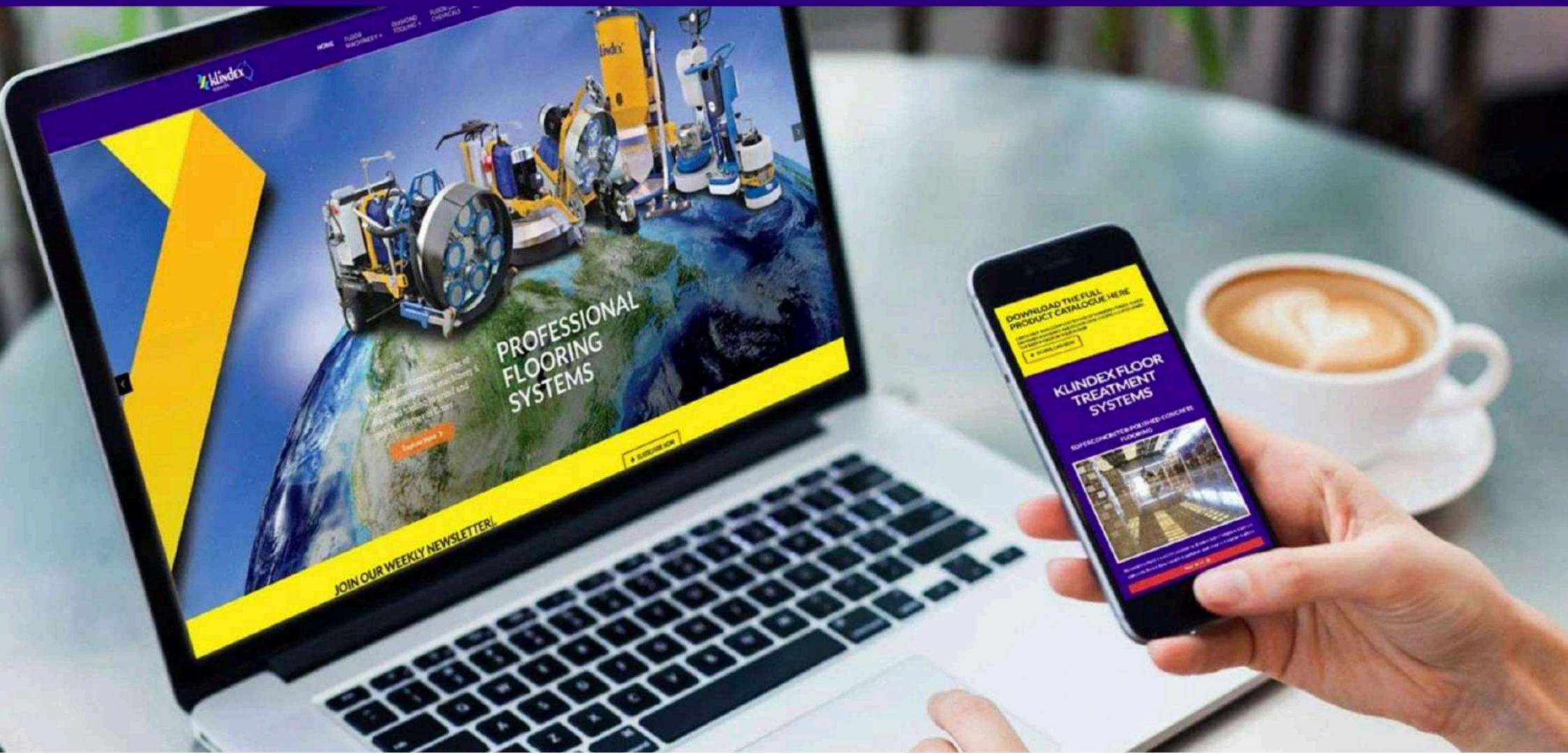
The new Klindex Australia brand identity positions the company as a bold, forward-thinking leader in professional flooring solutions. It's visually energetic yet highly functional, appealing to both seasoned industrial users and modern digital browsers. This project highlights my ability to balance aesthetics, performance, and technical clarity within niche industries.

## Strategic Goals

- Attract contractors, builders, and facilities managers with clear, visually impactful product displays yet maintain a fun yet professional tone, emphasizing the brand's authority without losing user engagement.

## Design Decisions

- **Color Palette:** A vibrant combination of deep purple, highlighter yellow, and chrome accents injects energy and approachability into the industrial category. This color direction was intentional to separate Klindex from generic competitors.
- **Homepage Hero Section:** Dominated by heavy machinery visuals overlaid on a satellite earth image to reinforce the brand's global scale and impact. The product showcase carousel immediately communicates capability and innovation.
- **Interactive Product Discovery:** Downloadable product catalogues, high-contrast banners, and clear entry points make navigating through complex technical offerings intuitive and engaging.





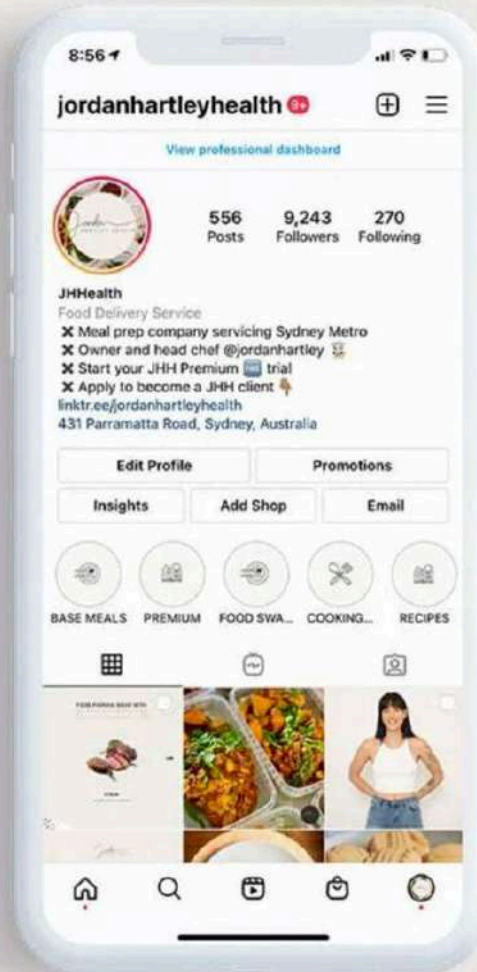
# JHH Brand & Ecommerce System

Jordan Hartley Health (JHHealth) is a vibrant food delivery and wellness brand targeting busy individuals looking to take control of their health through guided meal prep, calorie awareness, and educational tools.

The JHH brand now reflects a trusted, energetic wellness authority—visually accessible and deeply informative. My design work supported not just growth in followers but also increased client conversions, positioning Jordan as both a health coach and digital entrepreneur.

## Design Decisions

- **Audience:** Busy professionals, fitness-conscious individuals, and women interested in wellness education.
- **Tone:** Empowering, educational, friendly, and visually clean.
- **Color Palette:** A balance of neutral backgrounds with pops of warm yellow, natural greens, and vibrant food photography to draw attention and convey freshness.
- **Typography & Layouts:** Simple sans-serif fonts and modular, grid-friendly layouts to ensure clarity and scannability, especially for carousel-style content.





# Kerwin Rae Rebranding

As the Digital Designer for Kerwin Rae, I led the visual rebrand to better align with his evolution from a business coach to a high-performance strategist and thought leader. The goal was to modernize the brand, increase audience engagement, and support the growth of his digital ecosystem across platforms like YouTube, Instagram, podcasts, and webinars.

## Overview

- Role: Digital/UI Designer
- Platform: Digital / Print media
- Tools Used: Figma, Adobe CC, Illustrator

## Design Decisions

- **Developing a refined visual identity** - transitioning from a corporate feel to a bold, energetic, and authentic look using new color schemes, typography, and layouts that reflect Kerwin's personality and direct communication style.
- **Redesigning all social media assets** and templates for consistency and engagement across video thumbnails, reels, quotes, and carousels - increasing interaction rates and brand recall.
- **Overhauling the website UX/UI** to improve conversion across webinars, lead magnets, and events, ensuring a seamless experience for users at all stages of the funnel.
- **Creating motion graphics** and branded assets for live events and courses, ensuring consistency across digital and physical touchpoints.

