

RAJA MAHANAMA



SYDNEY BASED DIGITAL SPECIALIST

View Portfolio

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PROFILE

Dynamic Visual Designer and Systems Architect with over 15 years of experience leading high-impact brand strategy, UX/UI engineering, and cross-platform workflows for the retail and corporate sectors. Expert at integrating advanced generative AI frameworks to collapse production lifecycles, optimize design-team output, and scale commercial engagement. A strategic leader with a proven history of managing multi-disciplinary creative cells, balancing technical clarity with market-leading aesthetics to drive measurable business growth.

DESIGN STACK & TOOL MASTERY

Proven expert-level confidence across core creative technologies and emerging AI platforms.

UI/UX & Interactive Design: *Figma (Expert), Adobe XD, Component Architecture, Cross-Platform Design Systems.*

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro.

Web & E-Commerce Infrastructure: WordPress, Custom CMS Management, HTML, CSS, Notion.

Web/E-commCore Methodologies: Brand Identity Matrices, Corporate Typography, Motion Graphics, Advanced SEO Strategy.

AI Engine: Claude, ChatGPT (Custom Brand Voice Training), Gemini, DeepSeek, Perplexity, ElevenLabs, Midjourney, Stable Diffusion, Veo, Sking, Canva, Lovable, Jasper AI.

PROFESSIONAL APPLICATION & WORKFLOW EXPERIENCES

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

- **Workflow Architecture:** Re-engineered the internal design department into four high-velocity operational pillars (Promotions, Listings, Packaging, and E-commerce), accelerating studio delivery speed by 40%.
- **Creative Governance:** Mentored and supervised a high-output production cell of 11+ visual designers to maintain absolute brand compliance across 240+ global tier-1 manufacturers, including Milwaukee, Bosch, and DeWalt.
- **Ecosystem Modernization:** Directed the end-to-end user experience redesign for national digital supplier storefronts, modernizing enterprise assets to directly support nationwide sales growth.
- **Neural Concepting (AI Master Workflow):** Integrated a certified AI production pipeline (utilizing Midjourney, Firefly, and Claude) to prototype large-scale retail assets, cutting initial campaign layout times in half.

UI/ Lead Designer

Coach Mark Carroll (Sept 2020 - May 2024)

- Designed the User Interface for a world-class mobile application and two corporate websites, establishing a massive online presence.
- Developed comprehensive style guides and creative layouts for global marketing campaigns.
- Analyzed legacy user funnels to design and implement responsive, automated marketing design templates, streamlining global campaign deployments.

Senior Digital/Print Designer, AT Fusion Creative Agency, Sydney (April 2019 - Sept 2020)

- Collaborated within an 8-person multidisciplinary cell to concept, audit, and build highly sophisticated, market-validated brand identities for Australian SMBs.
- Designed and structured high-converting e-commerce web frameworks and interactive digital learning dashboards, successfully launching over 40+ independent brands.

Achievements:

- Successfully launched over 40+ brands, balancing professional credibility with vibrant, market-leading aesthetics.

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

- Spearheaded a comprehensive visual rebrand to transition public positioning from traditional business coaching to high-performance corporate strategy.
- Created full-scale print, digital, and environmental event collateral for massive live corporate business summits (*Fast Growth Summit* and *Nail It and Scale It*).
- Structured a high-output content pipeline managing 20+ creative operators, yielding a 300% surge in organic Instagram engagement within a 6-month window.

Achievements:

- Increased Instagram engagement by over 300% within a 6-month period.

EARLY CAREER SUMMARY

Creative Designer, Clean Health Fitness Institute (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)

EDUCATION, CERTIFICATIONS & ACADEMICS

Master of Business Administration (MBA) | Edith Cowan University (2011)

Bachelor of Science: Computer Science & Software Engineering | Edith Cowan University (2008)

Advanced Diploma in Multimedia | WYTECH Institute (2008)

Professional Accreditations: *AI Mastery Certification* | Coursiv (April 2026), User Experience Design (2022), Adapting Agile (2021), SEO & SME (2021).

**Figma Indesign Photoshop Illustrator Premier Pro AfterEffects
Wordpress Notion HTML CSS Animations Print Digital
E-Commerce Retouching UI/UX EDMs Socials Photography
Branding Websites Pitch Decks Guide Books Packaging**

Sydney Tools Creative Direction

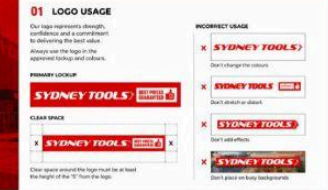


As the Senior Designer at Sydney Tools, I played a key role in strengthening the brand's visual identity and elevating its presence across digital and physical platforms.

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.



Expert in Packaging and Promotions and campaign rollouts



Expert in Main Tool Brands



Plus 140+ brands more

Lather

“Lather” skincare brand by introducing a bold, high-contrast palette of vibrant red and soft petal pink that completely redefines traditional clinical beauty packaging.



Ask HR

By pairing accessible typography with a chat-inspired logotype icon, I created a cohesive, premium corporate ecosystem bridging human resources with striking performance.



PopSlice

I led the creative execution to seamlessly marry organic vector motifs with rich, textured fruit photography, positioning the snack brand as a joyful, premium, and natural escape.



Jordan Hartley Brand and UI/UX

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.

CALORIES IN VS CALORIES OUT

'LOSE FAT'
YOU MUST EAT IN A CALORIE DEFICIT = EATING LESS CALORIES THAN YOUR BODY BURNS

'MAINTAIN'
YOUR WEIGHT YOU MUST CONSUME THE SAME AMOUNT OF CALORIES AS YOUR BODY BURNS

'GAIN WEIGHT'
YOU MUST EAT IN A CALORIE SURPLUS = EATING MORE CALORIES THAN YOUR BODY BURNS

CHANGE THE TOXIC THOUGHTS

FOOD IS GOOD ON SUNDAY

EXERCISE COUNTERACTS FOOD

FOOD IS THE ENERGY

RESTRICT AFTER EXERCISE

DIET STARTS MONDAY

THE SCALES REFLECT PROGRESS

MEAL PREP TIPS THAT WILL CHANGE YOUR WEEK

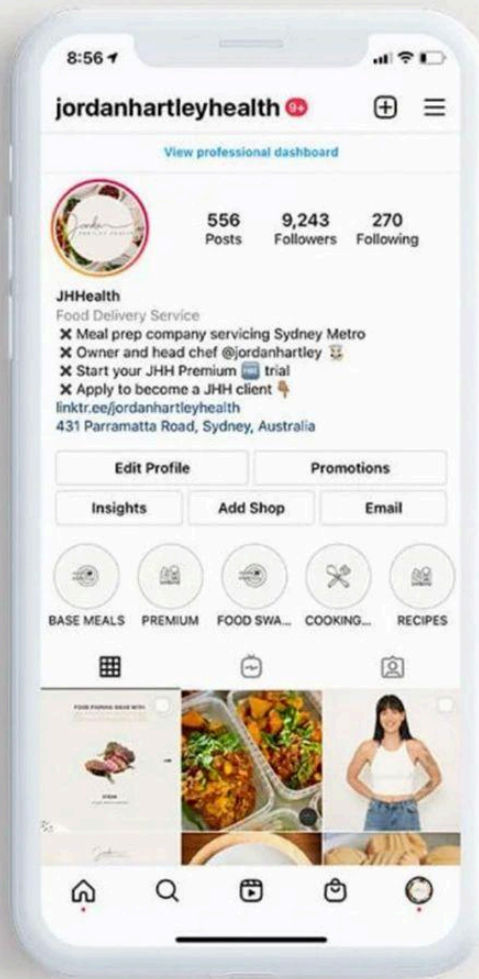
1. MAKE A MEAL SCHEDULE
2. HAVE YOUR SHOPPING LIST READY
3. PREP YOUR PRODUCE
4. MAKE DOUBLE BATCHES
5. BATCH COOK INGREDIENTS

MASTERING THE BLANCHING PROCESS

1. BRING SALTED WATER TO A ROLLING BOIL
2. PLACE GREEN VEGETABLES IN BOILING WATER (AS SEC)
3. TAKE VEGETABLES OUT
4. PLACE IN BOWL OF ICE OR COLD WATER TO STOP COOKING PROCESS
5. DRAIN VEGETABLES

Plan your meals for the week and automatically generate your shopping list!

Take away the GUESSWORK WITH OUR MACRO CALCULATOR!



1X KFC CHICKEN THIGH

399 CALORIES

1X POACHED CHICKEN BREAST

165 CALORIES

HOW LONG SHOULD YOU STORE MEAL PREP FOR?

- MEALS: 3-5 DAYS
- CARBS: 4-6 DAYS
- SALADS: 3-5 DAYS
- HERBS: 3-4 DAYS
- MEAT: 3-5 DAYS
- VEG: 4-5 DAYS
- SAUCES: 4-7 DAYS

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"I CAN'T HIT MY HEALTH GOALS" CURRENT MEAL PLAN

2,253 CALORIES

JHH MEAL PLAN

1,547 CALORIES



Lauren Simpson Visuals

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.

