



# NIRESH FERNANDO

MULTIMEDIA DESIGNER | GRAPHIC DESIGNER

## PROFILE

Creative and design oriented graduate, with over 7 years industry exposure and expertise in the design industry and currently lives in Brisbane, Australia. 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.

## CONTACT

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## EXPERTISE

Graphic Design (Adobe Creative Suite)  
Strategic Concept/Content Development  
UI & UX Design  
Web Interface Design  
Web Design  
SEO, Digital Marketing  
Creative Direction  
Photography  
Video Production  
(Direction, Filming Editing)  
Sales & Marketing

## WORK EXPERIENCE

**OZANDA PROPERTY SERVICES, BRISBANE, AUSTRALIA** **JUL 2023 – PRESENT**

Graphic Designer

- Develop designs that elevate brand identity across platforms.
- Ensure design consistency in all marketing materials for a cohesive, professional look.
- Design engaging website graphics for a user-friendly, aesthetic online experience.
- Create visually compelling social media content to boost digital presence and engagement.
- Collaborate with marketing to produce promotional materials, brochures, and presentations that effectively communicate their services to clients and partners.
- Design eye-catching internal communication materials for effective visual communication within the organization.

**GOA BILLBOARDS, BRISBANE, AUSTRALIA** **FEB 2023 – JUN 2023**

Graphic Designer

- Billboard and outdoor advertising concept developments and presentations, including mock-ups of artwork insitu.
- Billboard design from the initial brief through to finished artwork (print and digital).
- Checking artwork supplied by clients.
- Assisting with the production of marketing material and sales collateral.
- Assisting with the preparation of presentations and event materials.
- Website maintenance and updates.
- Assist in social media content and posting.
- Taking high quality digital photographs of billboard locations

**MEDIA BANK, SRI LANKA** **JUL 2017 – DEC 2022**

Founder/Creative Director

- Oversee creative development from concept to production, ensuring content aligns with client requirements.
- Develop and brainstorm visual solutions for marketing and creative needs, including print ads, brochures, signage, ad copy, materials layouts, flyers, artwork, email templates, short videos, infographics, logo treatments, and TV/digital marketing support.
- Contribute to new concepts and help the team meet project deadlines.
- Think strategically to understand the "big picture" of projects/campaigns.
- Manage and maintain high standards across departments: Website Development, Graphic Production, Still & Moving Image Production, Digital Marketing, etc.
- Conceptualize and design multimedia sponsorship graphics for events, including large-scale signage, banners, posters, handouts, and event materials.

**MTV CHANNEL – CAPITAL MAHARAJA GROUP, SRI LANKA** **DEC 2015 – JUN 2017**

Brand Development Executive

- Ensure monthly rating reports are reviewed and suggest necessary programming changes.
- Monitor and review programming to meet station guidelines and schedules.
- Manage trailer schedules, introduce new methods and creative concepts.
- Update and maintain GEN 21 for TV1 programming.
- Assist Production Manager and Programming Director in proofing and finalizing monthly schedules, and oversee channel presentation.
- Coordinate programs among Stein Studios, MTV Library, Scheduling Division, and MCR.
- Work closely with all divisions to address and resolve urgent matters.
- Update and maintain TV1 website, social media, and YouTube content.



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## SKILLS

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.

## REFERENCE

Academic and employment references available on request.

## WORK EXPERIENCE

### HARRODS, KNIGHTSBRIDGE, UNITED KINGDOM

NOV 2012 – OCT 2015

Sales Advisor - Hampers Department.

- Advise customers on product selection and process transactions in-store and over the phone.
- Achieve individual sales targets by maximizing every sales opportunity.
- Organize deliveries within the UK or handle export services.
- Build and maintain strong relationships with clients, department, and store staff.
- Liaise with customer service, management, and clients to resolve complaints and ensure outstanding customer service.

### SERA CREATION IDEA PVT LTD, SRI LANKA

JUN 2011 – SEP 2011

Junior Designer (Graphics and Video)

- Determine the best style, technique, and medium for promotional strategies.
- Present and explain ideas confidently to clients and colleagues.
- Create rough sketches and proofs to produce high-quality work.
- Design advertisements, brochures, handouts, flyers, and online graphics.
- Stay updated on new software, post-production techniques, and industry trends.

## EDUCATION

### MASTER OF DESIGN (MDES)

2023 – 2024

Griffith University, South Bank, Brisbane

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.

### CERTIFICATE IN DIGITAL MARKETING

2021 – 2021

Sri Lanka Institute of Marketing (SLIM)

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

### BA (HONS) INTERACTIVE MEDIA DESIGN - (2:1)

2011 – 2015

University of East London, United Kingdom

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.

### DIPLOMA IN INTERACTIVE MEDIA

2010 – 2010

South Asian Institute of Technology and Management

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.

### G.C.E O/L EXAMINATION

1997 – 2007

Holy Cross College, Sri Lanka

Passed the GCE (O/L) Examination in 2007 at Holy Cross College Sri Lanka.