

Dilshika Kulasekara

DIGITAL DESIGNER

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Digital Designer with over seven years of creative experience, including three years of agency experience developing compelling marketing campaigns. Seeking a challenging role that leverages my strategic thinking, creativity, and conceptual abilities to drive success while offering opportunities for professional growth.

EXPERIENCE

Digital Designer | Incubeta

Mar 2022 - Current

- Creates digital assets for various creative projects, including but not limited to storyboards, email marketing campaigns, social media creatives, wireframes, landing pages, video campaigns, and display ads for leading brands such as Rover, Rocket Mortgage, Unilever, Rakuen, and Credit Karma.
- Collaborates with a team of creative directors, designers, copywriters, animators, and developers in conceptualizing and executing creative projects across multiple platforms and channels to deliver on key objectives and marketing strategies while maintaining client timelines for deliverables.
- Takes ownership of projects from helping to manage client relationships during kick-off calls to leading creative design presentations.
- Executes projects with creative precision from conception, build-out, and hand-off while managing multiple projects on a daily basis, prioritizing tasks, and efficiently managing workflow time.
- Produces as part of a larger team that maintains a four-year Credit Karma partnership, 16 high-performing monthly digital campaigns, generating \$1.7M+ in company revenue.
- Lead Designer for MicroPerfumes client. Helped to achieve top-performing campaigns resulting in an 89% increase in revenue from Facebook and Instagram, 78% increase in purchases, and a 330% increase in reach. The results are also featured as a success story within Meta's case studies.
- Lead designer for a national campaign for the client, Smile Generation. The campaign won the Silver Drum Awards for Media 2024 - Healthcare and Pharma.

Interiors Project Manager | Vanyan Studio

Jan 2018 - May 2021

- Managed various interior design projects from schematic design to construction documentation and closeout for prominent brands such as Kaiser Permanente and the LA County Library.
- Developed and designed finish and furniture floor plans, furniture and equipment specifications, and presentations.
- Presented concepts and designs for client review and sign-off.
- Coordinated quotes, delivery, and installation with finish and furniture vendors and prepared furniture budgets.
- Managed project timelines to meet client deadlines while collaborating with various internal and external teams.

EDUCATION & CERTIFICATIONS

California State University, Northridge

B.S., Interior Design - Summa Cum Laude, 3.9 GPA

Dec 2017

Google Ads Creative Certification

Certificate

2023-2025

Coursera Google

UX Design Professional Certificate

Feb 2022

Coursera California Institute of the Arts

UI/UX Design Specialization

Oct 2021

Coursera California Institute of the Arts

Graphic Design Specialization

July 2021

SKILLS

Visual Design
Illustration
Brand Strategy & Design
Digital Marketing

UI/UX Design
Prototyping
Wireframes
Storyboarding
Responsive Design
Design Systems

Art Direction
Creative Direction
Creative Strategy
Creative Ideation
Project Management
Creative Thinking

TOOLS

Adobe Creative Suite
Photoshop
Illustrator
InDesign
Figma
XD
Revit
AutoCAD
Bluebeam
Working Knowledge:
Dimension
Blender
Aero

Google Workspace
Microsoft 365
Monday.com
Basecamp
Harvest
Slack
Trello

Facebook
Instagram
Snapchat
TikTok
YouTube
Pinterest