

Raja Mahanama

Digital Designer

Sydney

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Skills

Digital Design
UI Design
Graphic Design
Web Design
Wireframing
Prototyping
Hosting/ Cpanels
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 10 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 10+ YEARS

Specialised knowledge 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 5+ 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 7+ 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

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

UI/DIGITAL DESIGNER

2020 JUN – PRESENT

Rami Ykmour/ Rashays Restaurants

CHALLENGES

- Designing the user interface for Rami Ykmour website and coordinate with the developers to bring it live.
- Uplifting the user interface of Rashays website, Oodee ecommerce websites.
- Collaborating with the head of product, head of design and all team members to support, prototype, test and implement design according to the development schedule and product roadmap.
- Involved in all design-led projects, product launches, creating a range of cross-platform design work maintaining brand consistency.
- Established Rami Ykmour personal brand including logo, typeface and style guide.



ACHIEVEMENTS

Initiated rebranding process resulted nearly 150% monthly sales increase and promoting myself from Digital Designer to Design Lead.

Freshened up the social feeds (Instagram and Facebook) by implementing a new IG strategy which resulted 30,000+ new followers in 10 months.

Adhered personal and career development measures by learning ways of goal setting and prioritising.

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.



ACHIEVEMENTS

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.

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.



ACHIEVEMENTS

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

Work Experience

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

2008 APR - 2013 APR

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.