



MOHAN MAHANAMA

MMAHANAMA@GMAIL.COM | 0449 592 113
11 TOOMEY CRESCENT, QUAKERS HILL

DESIGN PORTFOLIO: <http://mahanama.me/>
BEHANCE: <https://www.behance.net/mohanmahanama>
LINKEDIN: <http://www.linkedin.com/in/mohan-mahanama>

CAREER PROFILE

A qualified and experienced Digital Designer with over 10 years of experience. I am passionate about connecting people with technology focused brands to drive growth through user experience and product / visual design. As a person endlessly curious about human behavior, I always keen to put myself in the shoes of the user to understand how to make their experience even better for them.

I am bringing in a wealth of knowledge and experience gained over past 10 years in digital designing, UI/ UX designing, website & graphic designing, digital marketing measures and project management. Highly proficient in problem solving, communication skills, initiative with positive attitude, firm decision-making abilities and hard worker with a natural talent to educate and motivate others.

PROFESSIONAL ATTRIBUTES

DIGITAL/PRINT DESIGNING – 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 – 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. Experience adhering to WCAG accessibility requirements.

PROJECT MANAGEMENT – 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.

SKILLS

Sketch 3.0/ Zeppelin/ Figma/ XD	JIRA/ Monday/ Airtable
Digital/Print media Expert	User/ Process Flows
CMS (WordPress/ Joomla)	Persona Creation
Adobe CC (Photoshop/ Illustrator/Dreamweaver/	Wire framing and Prototyping
Fireworks/InDesign/ XD/ After Effects/ Flash)	Project/ Time management specialist
Conceptual Designing/ Motion Graphics	Social media strategist
HTML5/ CSS3/ Java Script/ Bootstrap	3D SketchUp
InVision/ Balsamic Mockup, Omini Graffel	Hubspot/ Mailchimp/ Constant Contact

EDUCATION & PROFESSIONAL CERTIFICATIONS

MASTERS OF BUSINESS ADMINISTRATION Edith Cowan University, Australia	2009 - 2011
BACHELORS OF SCIENCE (COMPUTER SCIENCE & SOFTWARE ENGINEERING) Edith Cowan University, Australia	2005 - 2008
HIGHER DIPLOMA IN MULTIMEDIA (GRAPHIC DESIGNING & 3D ANIMATIONS)	2008 - 2009
USER EXPERIENCE DESIGNING, ADAPTING AGILE, SEARCH ENGINE OPTIMISATION (SHORT COURSE) Torrens University, Australia	2019



EXPERIENCE

UI/ DIGITAL DESIGNER THE MARK CARROLL

2020 MAR – PRESENT

CHALLENGES

- Lead and verify creative projects for completion and document them to ensure accuracy and consistency. Perform as link between design studio, account and technical development teams.
- Utilise customer experience to ensure all website and mobile app enhancements comply to strict usability guidelines and user-centric best practices.
- Design user interfaces of two Mobile apps and website to support best user experience.
- Design HTML email and newsletter templates to customise and manage content.
- Design and develop micro sites, banners, rich emails and other electronic media.
- Execute top-quality design from concept to delivery complying with brand standards in execution of marketing materials.
- Develop digital storyboards and animation as demanded.
- Interact with senior copywriters to develop creative solutions.

ACHIEVEMENTS

- Revamped the website user interface creating the best user friendly online platform to allow people access their weekly fitness goals, set challenges, training programs and nutrition plans boosting the company revenue by nearly 200%.
- Wireframed and designed the user interface of Mark Carroll mobile app to allow users plan their meals for weeks from in-built recipe library and calculate their calorie and macro needs to select the best training program suitable for their physique. This initiative was so popular among his followers doubling up the app subscribers within 8 weeks.
- Freshened up the social feeds (Instagram and Facebook) by creating an IG strategy which resulted in boosting the number of followers.

DESIGN LEAD CLEAN HEALTH FITNESS INSTITUTE

2019 APR – 2020 MAR

CHALLENGES

- Lead the design team working on pure design-led projects, creating a range of cross-platform design work maintaining brand consistency.
- Mastered in 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.
- Produced design assets, prototypes and mock-ups for industry giants in fitness world-wide such as Mark Carroll, Dr. Layne Norton, Sebastian Oreb, Christian Thibaudeau in order to uplift their brands.
- Coordinated with top management, offshore development team, social media team, brand manager on achieving weekly product launches, deliver digital output of the highest quality and top notch.
- Lead design team achieving deadlines and weekly product launches.
- Expertise in Wordpress, Woocommerce and Adobe Creative Suite (Photoshop, Illustrator, Indesign, After effects lightroom, XD and Dreamweaver)
- High attention to detail and proven understanding of typography, layout, colour and grid structures.

ACHIEVEMENTS

- Lead the company rebranding process giving a fresh premium look to the brand and all related assets top to bottom. This initiative resulted over 150% of monthly sales promoting myself from Digital Designer to Design Lead.
- Designed the proposed website user interface following UI/UX and WCAG guidelines optimising for various devices.
- Freshened up the social feeds (Instagram and Facebook) by creating an IG strategy which resulted in tripling the number of followers. IG follower based jumped up by 30,000+ within the past 10 months period.
- Adhered to personal and career development measures by learning ways of goal setting and prioritising.



DIGITAL DESIGNER
BUSINESS MASTERY INTERNATIONAL / KERWIN RAE

2017 AUG – 2019 APR

CHALLENGES

- Designed graphic content for monthly events, 6 different social media channels, websites, blogs, and print collaterals including workbooks, event backdrops and other marketing assets.
- Utilised customer experience to ensure all site enhancements comply to strict WCAG usability guidelines/ user-centric best practices and improve performance based on analytics insights.
- Responsible for all the animation and motion graphics in the video production pipeline, introducing time saving efficiencies and best practices.
- Working from scamps or, on 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.
- Collaborated with internal team articulating creative ideas to ensure graphic solutions were consistent with brand and style guidelines.

ACHIEVEMENTS

- Improved the website organic traffic by 28% in 4 months which helped the company to sell 22% of the recent "Fast Growth Summit" tickets organically saving \$122,000 for the quarter.
- Optimised and improved the current website GTMatrix performance score from 22.3% to 4.8% and SEO score from 42% to 83%.
- Built a continuous rapport for innovating and constantly improving the quality of the online content and print media.
- Improved the Instagram post engagement from over 300% within the past 6 months.
- Adhered to personal and career development measures by learning ways of goal setting and prioritising, (Daily huddle system to manage and get aligned with weekly and monthly TOPs and participated with weekly/monthly/ quarterly planning meetings to reach personal and organisational strategic goals.

WEB DESIGNER/ MARKETING ASSISTANT
KLINDEX AUSTRALIA

2016 JUN – 2017 AUG

CHALLENGES

- Improve usability, design, content and conversions of the company website through SEO and Google Analytics for lead generation.
- Implement the new digital marketing plan to improve the search presence and bring referral traffic to the company website.
- Supervise social media channel and conduct digital marketing measures to draw indirect traffic to the website i.e. Facebook advertising, PPC and Google AdWords.
- Create a solid corporate brand for the company while using push marketing measures to create brand awareness.
- Design marketing collaterals i.e. catalogues, brochures, reports, sales kits, leaflets, flyers.
- Manage direct marketing campaigns from planning to delivery i.e. newsletters, email mining and campaigns, online/print advertising.

ACHIEVEMENTS

- Doubled up website referral sales and visits by implementing the new digital marketing plan and improved search presence of the company website.
- Established a solid branding identity across the company i.e. website, marketing collateral, vehicles and showroom brandings.
- Established above increased gross sales by \$1.5m (last 6 months).

WEB/ GRAPHIC DESIGNER
CYCLOMAX INTERNATIONAL PTY LTD, SRI LANKA

2013 APR – 2016 APR

CHALLENGES & ACHIEVEMENTS

- 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.
- Updated and maintained 2 company websites.
- Created research-based infographics (vector-based illustrations) for social media and training assets.
- Set up and designed Wordpress websites for multiple clients.
- Acquired strong organisational skills and the ability to manage multiple tasks, achieve deadlines and maintain detailed records of workflow and work in progress.



SOFTWARE DEVELOPER
STATE TRADING CORPORATION, SRI LANKA

2008 APR – 2013 APR

CHALLENGES & ACHIVEMENTS

- 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.