



# BASIL WINFRED DEVADASON

## GRAPHIC DESIGNER



### PROFILE

Highly creative and multitalented Graphic Designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well developed written and verbal communication abilities



### CONTACT

✉ basildevadason49@gmail.com  
☎ +94 77 9636 274  
🏠 88/6A, 1/1, Wattrapala Road,  
Wattrapala Lane, Mount Lavinia.



### SKILL

Photoshop	<div></div>
Illustrator	<div></div>
Lightroom	<div></div>
CorelDRAW	<div></div>



### EMPLOYMENT

- 2016 September to May 2018  
Pioneer House Learning  
**GRAPHIC DESIGNER**  
23E, 1st & 2nd Floor,  
Pagoda Rd, Nugegoda, Sri Lanka.
- May 2018 - January 2021  
CDC Events & Travels (pvt) Ltd.  
**SENIOR GRAPHIC DESIGNER**  
LE CUBE", 2nd Floor, No. 130,  
Highlevel Road, Colombo 06, Sri Lanka.
- Since January 2021  
Teleseen Marketing (pvt) Ltd.  
**GRAPHIC DESIGNER & SOCIAL MEDIA EXECUTIVE**  
No 01, Off Anagarika Dharmapala Mv,  
Jayasooriya Place, Dehiwala



### EDUCATION

- G.C.E ORDINARY LEVEL  
S. Thomas College Guruthalawa  
2 'B' pass, 3 Credit pass and  
3 Simple pass.
- G.C.E ADVANCED LEVEL  
S. Thomas' College Mount Lavinia  
1B, 1C, And a Simple Pass in Arts Stream
- DIPLOMA IN ENGLISH & DIPLOMA IN  
INFORMATION TECHNOLOGY  
Esoft .(2014)
- DIPLOMA IN MULTIMEDIA  
Wijeya Graphics Kandy.  
(2015-2016)
- FOLLOWING A  
PROFESSIONAL DIPLOMA IN DIGITAL MARKETING  
APIDM.



## EXTRA CURRICULAR ACTIVITY

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- Played First Eleven Cricket for S. Thomas' College Guruthalawa & Capable of Playing Football , Badminton, Basketball & etc.
- Was a House Prefect at S. Thomas' College Mount Lavina.
- A Passionate Photographer.
- Sports Cornidator of Church of Ceylon Youth Movement Upcountry Deanery for the year 2020/2021.
- Committee Member of Church of Ceylon Youth Movement for the year 2020/2021.
- President Church of Ceylon Youth Movement Upcountry Deanery for the year 2021/2022.



## SKILLS

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- Literacy of English, Sinhala & Tamil languages in speaking, reading & writing.
- Worked regularly on graphic, layout, and production materials.
- Developed 100 Graphic Design projects (logos, brochures, advertisements, infographics)
- Resourceful and believes in continuous learning and improvement.
- Higher reliable and responsible pertaining to the matter of work.
- I am a quick learning person with the ability to adapt to trying situations.
- Can work on or before Deadlines.
- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, Tiktok and YouTube, adapting content to suit different channels.
- Create engaging multimedia content (and/or outsource this effectively) across multiple platforms.
- Contributes to marketing strategy by leveraging social media to identify and acquire customers.
- Achieves financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions.
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights.
- Manage a budget for social media activities



## REFERENCES

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- **Rev. Joshua Ratnam.**

Priest at,  
Holy Trinity Church, Wellawatha.

Contact Number - 0779 439 037

- **Mrs.Y. Sivapalan.**

Assistant Principal  
D S Senanayaka College, Colombo 07.

Contact Number - 0773 982 665



## DECLARATION

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I hereby declare that the above mentioned particulars furnished by me are true and accurate to the best of my knowledge.

Yours faithfully,  
Basil Devadason