



# INDUWARA PATHIRANA

STRATEGIST | MARKETER |  
CREATIVE DESIGNER

☎ +94 70 341 7747

🏠 66, Sunnymead Estate, Galkanda Road, Imbulgasdeniya

✉ induwara1203@gmail.com

🌐 [linkedin.com/in/induwara-pathirana/](https://www.linkedin.com/in/induwara-pathirana/)

## About

A self-driven individual with a challenge-seeking and risk-taking personality who is passionate about developing himself. A fast learner, open to learning and trying out new things. Value consistency in dedication and commitment throughout a process which always aids in delivering an "A" grade service. A quick decision maker and an accountable person who has been shaped to take ownership of whatever work is done through the held leadership roles.

## Education

University of Colombo School of Computing  
(2021 - present)

BSc. in Computer Science

Ananda College, Colombo 10.  
(2011 - 2019)

G.C.E. A/L 2019 | 1.75 z-score

Com. Mathematics - B, Physics - B, Chemistry - A

## Work Experience

noon.com - Largest Online retail platform in Middle East  
(2022 November - 2023 February)

Junior Digital Designer - Contract

Responsibilities include designing different types of banners, webpage UIs, mockups and email designs for noon.com, which is the largest online e-commerce platform in Middle-East.

AIIESEC in Australia (2022 July - 2023 January)

Brand Manager | Entity Support Team

Responsible for managing and maintaining the AIIESEC Brand Standards, inside Australia and responsible for the National Campaigns in Australia.

AIIESEC in University of Colombo (2022 February - 2022 January)

Vice President - Digital Experience and Information Management

Directly responsible for planning and executing product marketing campaigns in University and National Platforms has more than 45,000 followers and handling all signups for events/external databases according to GDPR policies and managing a team of 14 undergraduates.

Responsible for analyzing bottlenecks and requirements of the entity, and coming up with solutions.

CEM Studios (2022 March - 2022 October)

Junior Graphic Designer

Responsibilities include designing contents for social media channels of CEM Studios, My Dentist Sri Lanka and Ceylon Exchange Mentoring.

## Projects

### **Opportunity Portal for AIESEC in University of Colombo - [opps.uoc.aiesec.lk](https://opps.uoc.aiesec.lk)**

Project Head

Did a research on bottlenecks on Business-to-Customer aspect, and came up with a solution to present internship and volunteering opportunities from one place. and this helps customers to find best opportunity they need, and members to offer options when they are pitching.

### **Exchange Participant Database for AIESEC in University of Colombo - [exchanges.uoc.aiesec.lk](https://exchanges.uoc.aiesec.lk)**

Project Head

Did a research on bottlenecks of members to collect data from volunteers who are willing to come Sri Lanka. collecting data was hard because there were no centralized platform to collect data, and data security was less. So, this helps members to collect data to a one place with a single centralized platform, and because of real-time update, this helps for audits too.

### **Member Journey Visualizer**

Project Head and Developer

One of main issues with People Management was, hard to track member experience, because it was all over the google sheets for each term. I developed a platform using Google Data Studio to visualize every member's journey with a single search. (data related platform, not permissioned to share)

## Extra Activities

### **Gavel Club of University of Colombo (2021 June - 2022 May)**

Design and Content Team

Responsibilities include designing contents for social media channels and announcement contents.

### **Astronomical Association of Ananda College Colombo (2017 November - 2018 November)**

President

Accountable for all activities in association and Main responsible person of Quiz Team. Managed a team with 14 members and 50+ membership.