

I am a creative professional whose career has advanced from hands-on design and videography to leading creative teams as an Art Director. My experience in upholding brand standards is complemented by a passion for innovation, which led me to found an AI-assisted, free finance app. I offer a strong skill set in visual strategy, team management, and integrating new technologies into creative work.

Let's Connect!



+94 70 10 62626



aanjelo99@gmail.com



aanjelos.github.io

# AANJELO Salgado

*Creative Director, Designer,  
Videographer, Content Creator  
& AI-Assisted Web Designer.*

## Skills

### Creative Strategy

Art Direction, Brand Development, Creative Leadership, Project Coordination

### Content & Design

Videography, Photography, Post-Production, Graphic Design

### Adobe Creative Suite

Premiere Pro, After Effects, Illustrator, Photoshop, InDesign

### UI/UX & Web

Figma, Framer, Basic HTML, Familiar with UI/UX Principles

### AI Creative Tools

Gemini, Veo, Stable Diffusion, HeyGen, ElevenLabs, ChatGPT, Runway, Flux, Seedream



Adobe Illustrator



Adobe Photoshop



Adobe Premiere Pro



MS Office



# Education

My passion for the creative field began with designing at age 10 and video editing at 14. This interest was nurtured through hands-on media experience at Maris Stella College, where I was a member (and later, the secretary) of the Educational Media Unit. I later formalized my skills by earning an Associate Diploma in ICT and a Higher National Diploma in Creative Advertising.

## HND AMDT, Sri Lanka / Pearson

2023

### **HND in Creative Advertising**

This Pearson BTEC HND was completed with a Distinction, recognizing a high level of academic achievement.

## Certification Hubspot

2018

### **Content Marketing Certification**

This certification covers the industry's best practices for creating and managing effective content.

## AssocDip Benedict XVI Catholic Institute

2015

### **Associate Diploma in ICT**

A certification covering the fundamentals of computer hardware and software.

## College Maris Stella College, Negombo

2015 - 2018

### **G.C.E (Ordinary Level) - 2015**

### **G.C.E (Advanced Level) - 2018**

# Interests



### **Cycling**

A way to stay (a little bit) active, with a personal best ride of 52km.



### **Music**

Always curating Spotify playlists and listening while working to stay focused.



### **Gaming**

A casual PC gamer with a preference for offline, story-driven games.



### **Tech**

Actively staying current with new software, hardware, and AI product advancements.

# Experience

Following a never-ending cycle of learning, making, and repeating, my career progressed from hands-on roles in videography, design and brand management, culminating in a position as a Visual Art Director. In this role, I led a small design team and was responsible for ensuring creative quality across a diverse and well-known client portfolio.

## BCAM, Australia

2025 - Present

### **Creative Designer**

Lead the brand's visual marketing strategy including graphics/videos and oversee an AI-powered digital persona for use in video promotions.

## Kaasi.com.lk

2025 - Present

### **Founder & Creator**

Conceptualized and developed a free, privacy-first personal finance tracker built specifically for the Sri Lankan market with AI assistance.

## Loops Integrated

2024 - 2025

### **Visual Art**

### **Director/Designer**

Directed final quality control for all creative assets, ensuring brand consistency and aesthetic alignment for a portfolio of clients.

## Veracity Group

2022 - 2024

### **Creative Designer**

Played a pivotal role in a corporate rebrand by developing the new brand identity and creating digital marketing assets for key clients.

## Shift Dimensions

2020 - 2022

### **Content Creator, Brand Manager**

Handled full-cycle video production, motion graphics, and web development for a diverse client portfolio.

## Yugen Solutions

2018 - 2020

### **Videographer**

Managed the video production lifecycle, handling everything from pre-production planning and on-site directing to final post-production.