

DAYARETNAGE DARSANA PATIRANA S

{DAYA SENA}

📍: 87-49 252nd Street - Bellerose, NY 11426

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TECH/MULTIMEDIA DESIGNER

Digital Art and Design | Concept Development | Graphic Design | Project Management

PROFILE SUMMARY



Versatile and professional Multimedia Designer with extensive experience and success in developing engaging and innovative interactive digital and print designs for clients in broad range of industries. Extensive experience in multimedia application skills in latest Adobe Creative Suite, and 3D. Strong expertise in presentation, design development, digital art, web, video/photography, retouching, compositing, and layout enhancement. In-depth knowledge of maintaining a keen awareness of latest trends pertaining to design, color, patterns, and fashion in general. Ability to conceptualize practical uses of new and emerging technologies to drive better brand experience. Exceptional collaborative and interpersonal skills; dynamic team player with great perseverance to raise self-standards through new knowledge and skills. Seeking a challenging position where my skills and expertise will support and further corporate goals.

CORE COMPETENCIES

- Web, Print and Digital Graphic Design
- Web, Digital Media
- Website, UX and GUI Design
- Concept Development
- Interaction Layout ,
- Adaptive Web Layout Enhancement
- Information Design
- Project Management
- Brand Creation and Extension
- Leadership and Team Building
- Attention to Detail
- Time Management
- Hardware/Software Problem Solving
- Customer Service
- Analytical Thinking
- Photography, Videography
- Video Editing, Animation
- Retouching, Manipulation
- MS Office Application
- Excellent Communication and Interpersonal Skills

PROFESSIONAL SKILLS

- Proven ability to provide multimedia design support to the client's requirement.
- Ability to design graphics and animations for websites, trade shows and marketing promotions.
- Strong ability to create an exciting, engaging, and interactive online experience.
- Extensive knowledge in painting, illustration, digital art, and photograph.
- Ability to recommend design techniques to improve look and feel of the graphics.
- Proven ability to edit video and audio to support multimedia programs.
- Proven ability to make changes, revisions, and corrections at clients' request quickly and efficiently.
- Ability to create visual solutions through the use of specialized and latest technologies.
- Proven experience in problem resolution, customer relations and client satisfaction.
- Ability to work well under pressure, meeting deadlines and working excellent with a team or independently.

PROFESSIONAL EXPERIENCE

FREELANCE MULTIMEDIA DESIGNER

2005 - 2019

Freelance Services - Portfolio: Dayasena.com

- Successfully worked as a freelance multimedia designer for variety of photography, videography, and web/graphic design projects.
- Created graphic designs for web communications and marketing materials.
- Worked with management to understand specific brand usage principles in graphic designs.
- Met and communicated with clients to understand what they want out of a project, and helped them get those ideas out in a workable way.
- Met with client to determine marketing and design vision, scopes of work, and budgets and deliverable timeframes.

ADVERTISING & PROMOTIONS MANAGER

2010 - 2019

United Global Logistic, Inc. New York

- Responsible for handling media promotions through internet and print media.
- Prepared advertising and promotional plans to achieve sales goals.
- Developed advertising strategies and policies for the company.
- Planned advertising and promotional campaigns.
- Directed the hiring of advertising, promotions, and marketing staff and oversaw their daily activities.

E-LEARNING CONTENT DEVELOPER / INTERACTIVE DESIGNER

2000 - 2008

Stamford Lake Private Ltd- Sri Lanka.366, High Level Road, Pannipitiya, Sri Lanka

- Successfully developed software training and e-learning materials for school Students.
- Worked in a fast-paced, constantly changing environment.
- Developed eLearning curriculum and content using appropriate authoring tools DVD/IBT.

TECHNICAL SKILLS

- **Photoshop – ADVANCE**
- Illustrator
- Dreamweaver
- AfterEffects
- Adobe Premiere
- MAYA, 3DS MAX, Zbrush
- Ms Word, EX, PP
- CSS/ HTML
- Wordpress
- UI Design
- 2D-3D Animation
- Photography
- Videography
- PC - Maintenance

EDUCATION

- **CompTIA A+ ce Certification 2021** 2021
- **Bachelor Degree in Graphic Design** 2013 - 2015
Queens College, New York
Queens College's Design BFA program combines knowledgeable capabilities with industry standard software and the creativity of a studio-based learning environment. With three concentrations in Communication Design, Animation & Illustration or Interaction Design, I have specialized in techniques and approaches that prepare myself for a multitude of design-based streams, including graphic designers, software and web developers, illustrators, animators, marketing and advertising specialists, or product designers.
- **Associate Degree in Digital Art and Design** 2010 - 2012
Queensborough Community College, New York
Digital Art and Design is structured to master the greatly expanding field of new media providing solid background in art, computer skills for fine and applied arts. And also the History of Graphic Design gives an overview of graphic design in historical context.

AWARDS/HONORS

- **The Col. John C. Lackas Award** 2012
To the graduating student achieving the highest scholastic Average in the Associate in applied science Degree program - Queens Borough College, New York
- **High Honors in Graphic Design** 2014
The Department of Art, Queens College, New York

REFERENCE

Finace & Admin Officer, DFAM (UNICEF)

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Professor - Queensborough Community College

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