Neroshana Gunasekara

Freelance UX/UI Designer, Developer

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Freelance Projects / Founding Startups

Freelance Developer/Designer on Odesk (now Upwork)

2009 - 2012

Worked with:
- Lead Sun Technical Services L.L.C. (Dubai)
- ARTSHARKS ARTHouse (Kuwait)

Key Contributions:
- Brand Identity: Designed the logo and logo animation for the splash screen of Lead Sun Technical Services L.L.C. (Dubai) to enhance brand identity.
- Custom WordPress Development:

  - Developed a custom WordPress plugin for both the frontend and backend of the Lead Sun website, enabling customers to request quotes by selecting desired services, entering custom dates and times, and providing their email, phone number, and comments.
  - Operational Efficiency: Integrated G Suite (now Google Workspace) into day-to-day operations at Lead Sun Technical Services L.L.C., boosting communication, collaboration, and productivity.
  - Payment Integration: Integrated a local payment gateway in Kuwait for ARTSHARKS ARTHouse using the Tap Payments API (Tap Payments).

Founder of UX Email & ThemeHold on ThemeForest

2015 - 2020

Market Success:
Successfully sold over 1,500 themes on ThemeForest with an average rating of 4.5 stars, demonstrating strong expertise in UI/UX design, email templates, and web theme development.

Under UX Email: https://themeforest.net/user/ux-email
- Email Templates: Developed UI/UX friendly, responsive email templates using a mobile-first approach.

  - Integration: Templates integrate with The StampReady (StampReady) online email drag-and-drop builder and are compatible with multiple email marketing platforms (MailChimp, MyMail, Campaign Monitor, Aweber, SendGrid, iContact, Moosend, ActiveCampaign).

  - Features:
    - Each template includes a library of over 70+ unique modules and 12 notification templates.
    - Provided separate PSD files and comprehensive HTML documentation for full customization and seamless integration.
    - Fully tested on both Litmus and Email on Acid to ensure optimal performance on mobile and desktop email client software.

  - Showcased Email Templates:
    - Kent Email Template: Featuring 70+ modules and 12 notification templates showcased in:
      - Mailchimp vs. Campaign Monitor: Which is the Best Email Newsletter Software?
      - 20 Responsive Email Newsletter Templates for 2019 Marketing Campaigns
      - 25 Paid & Free MailChimp Email Templates 2025
      - Kent Template on Pinterest
    - Netwo Email Template: Showcased on Mailster.
    - Marketr Email Template: Showcased on Mailster.

Founder of UX Email & ThemeHold on ThemeForest

2015 - 2020

Under ThemeHold: https://themeforest.net/user/themehold
- WordPress Templates: Designed and developed UI/UX friendly, responsive, and SEO-friendly WordPress templates for modern blogs.

  - Technology: Employed a mobile-first approach using Underscores, a starter theme for WordPress.
  - E-commerce Integration: Integrated the WooCommerce plugin to enable e-commerce functionalities.
  - Customizer Tool: Developed a backend live preview customizer tool allowing users to easily change colors, fonts, images, logos, and favicons—customizing every element to create the perfect blog.
  - Documentation: Provided comprehensive HTML documentation for effortless customization.
  - Showcased Templates:
    - Swanky Responsive WordPress Blog & Shop Theme – showcased on Line25.
    - Daffodils Responsive WordPress Blog & Shop Theme.

Co-founder of ZOFT LLC (a Print-On-Demand E-commerce Business)
In partnership with a USA resident as a facilitator.

Key Contributions:
- Branding: Designed branding materials for the company, including the logo, social media assets, and packaging slips.
- Shopify Development: Designed and developed a custom Shopify theme for the company website, ensuring an exceptional user experience.
- Product Design: Created designs for products including baby blankets, crib sheets, changing pad covers, nursing covers, mugs, t-shirts, pet bowls, and scented candles—each aligned with the latest design trends.
- Product Development: Managed ongoing product development to keep designs current and competitive.
- Workflow Automation:

  - Integrated Order Desk to automate and streamline the order management workflow between Etsy and Shopify.
  - Integrated Vela to seamlessly manage and optimize product listings across Etsy and Shopify e-commerce channels.

Education

General Certificate Of Education Examination - 2005   Department Of Examination, Sri Lanka
Subjects Covered:

Buddhism - A, Sinhala Language and Literature - A, English - A, Science & Technology - A, Mathematics - B,
Soc. St. and History - B, Western Music - B, History - A, Health and Physical Education - A, Business & Account - B

Foundation Certificate in Higher Education - 2012   Informatics Institute of Technology, Sri Lanka
Grade : Distinction
Subjects Covered:

Digital Circuits and Logic Design, Personal Computer-Based Applications, Mathematics for Computing & Business,
Visual Basic Programming, Communication Skills in English, Introduction to Database Systems,
Business Management, Elements of Electronics