

RACHITHRA JAYASINGHE

CREATIVE DESIGNER

Creative Social Media Coordinator with 2 + years of experience in digital content creation, graphics and branding, and project coordination. Proficient in Adobe Creative Suite, Canva, Capcut, and business analytics, with a focus on data-driven decision-making. Strong communicator and problem solver, eager to contribute to organizational success and grow professionally.

 rachi.jayasinghe@gmail.com

 071 - 1152 255

 rachijayasinghe08

 No.263/2B, Nelum Place, Hokandara

CAREER EXPERIENCE

Social Media Coordinator

ICT OPTION (PVT) Ltd

2024 Feb - Present

- ✓ Create engaging, brand-aligned content (posts, reels, videos) for Instagram, TikTok, Facebook, and more.
- ✓ Use Canva and Photoshop to design graphics, videos, animations, and promos.
- ✓ Manage content calendars for timely, consistent delivery.
- ✓ Collaborate with teams and stakeholders to develop strategies that drive engagement and support business goals.
- ✓ Develop high-quality graphics, pitch decks, and client proposals to support project presentations.
- ✓ Working closely with project managers, and clients to ensure design feasibility and seamless integration into projects.

Creative Designer

EROS Clothings (PVT) Ltd

2023 Feb - 2024 Feb

- ✓ Develop original and innovative clothing designs aligned with EROS Clothing's brand identity and target market trends.
- ✓ Create seasonal mood boards, sketches, and color palettes to guide each collection's creative direction.
- ✓ Maintain and evolve EROS Clothing's visual identity through consistent design language across all platforms.
- ✓ Proficiently use software like Adobe Photoshop, and other fashion design tools for digital sketches and presentations.

Management Assistant

Lanka Social Ventures (PVT) Ltd

2022 June - 2023 Feb

- ✓ Organize and schedule meetings, appointments, and company events.
- ✓ Prepare agendas, take meeting minutes, and follow up on action points.
- ✓ Providing various ideas to creators to create engaging social media posts/videos on social media platforms.
- ✓ Manage official correspondence via email, phone calls, and letters.

ACADEMIC QUALIFICATION

Bachelor of Business Administration (Honours) specializing in Business Analytics

Sri Lanka Institute of information Technology (SLIIT) - Malabe

2020 - 2024

Higher National Diploma in Business Adminstration

Sri Lanka Institute of information Technology (SLIIT) - Malabe

2020 - 2022

GCE A/L Examination - Commerce Stream

Dharmaraja College - Kandy

2019

KEY PROJECTS

Social Media Marketing for VGO Holdings

Tools Used: *Adobe Photoshop, Adobe Premiere Pro, CapCut, Microsoft 365*

Designed and executed marketing materials including social posts, Reels, and videos to boost online engagement. Selected modern UI/UX color palettes and advised on design improvements for the official website.

Educational Website for Students | SLIIT

Tools Used: *Adobe Photoshop, Adobe Illustrator, Canva, Microsoft 365*

Developed a Wix-based website to solve common educational challenges faced by school and university students. Designed visual content, structured site layout, and ensured user accessibility.

Impact of Technology on Adolescent Social Interaction in Sri Lanka | SLIIT

Tools Used: *SPSS 22.0, NVivo, Microsoft Excel*

Conducted a mix method study on how technological devices affect adolescents' social interactions in Sri Lanka, revealing a shift to digital communication.

RELEVANT SKILLS

TECHNICAL SKILLS

Social Media Platforms

Facebook, Instagram, LinkedIn, TikTok, YouTube

Content Creation

Adobe Photoshop, Adobe Lightroom, Canva, CapCut

Microsoft Office Suite

Word, Excel, PowerPoint, Outlook, Calendars

Analytics & Reporting

Meta Business Suite

PERSONAL SKILLS

Creativity and Content Innovation

Strong Attention to Detail

Excellent Communication Skills

Time Management and Multitasking

Problem-Solving and Critical Thinking

Team Collaboration

EXTRA-CURRICULAR ACTIVITIES

- ✓ Member of SLIIT Leo Club (Malabe)
- ✓ Committee Member of SLIIT Annual Sports Festival (2022)
- ✓ Coordinator of the SLIIT Annual Sales Day (2022)

PUBLICATIONS

1st International Conference on University-Industry Collaborations | 2024

Accepted presentation on the impact of technological devices on university students' physical social interactions.

NON RELATED REFEREES

Mr. Ariya Munasinghe

National Housing Development Authority
Retired Senior District Manager
Phone : 071 - 8254649
Email : ariyamunasinghe49@gmail.com

Mrs. Anupama Dilini Dissanayake

Senior Lecturer
SLIIT Business School
Phone : 011 - 7544628
Email : anupama.d@sliit.lk

PORTFOLIO

Rachithra Jayasinghe

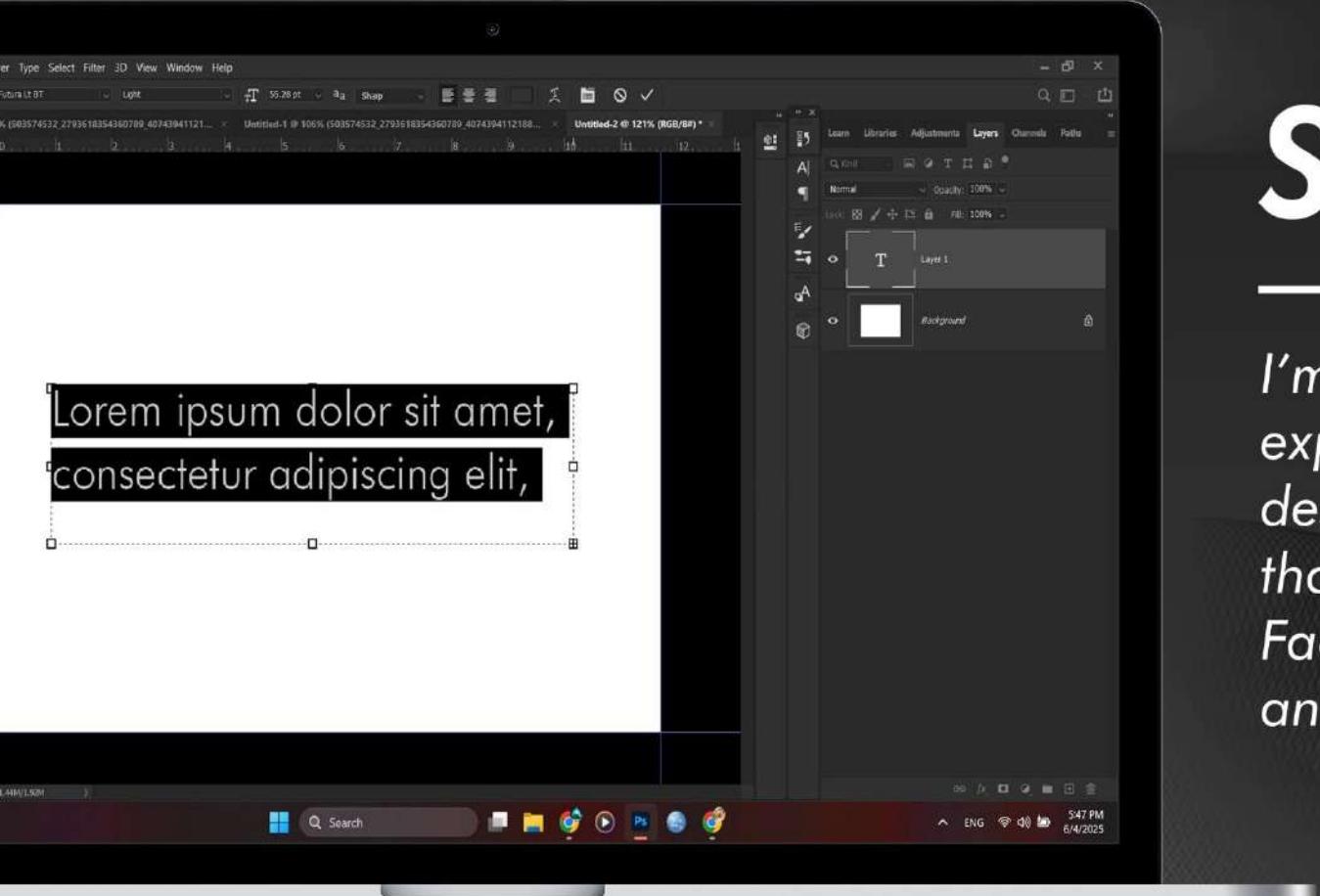
2025

Design is my superpower!



RACHITHRA JAYASINGHE

Graphic Designer | Content Creator | Video Editor



Sketching My Journey

I'm a passionate and detail-oriented creative with over a 3+ years of experience in content creation, social media marketing, and graphic design. I specialize in crafting bold visuals, video edits, and designs that engage modern audiences across platforms like Instagram, Facebook, LinkedIn, and TikTok. I thrive in fast-paced environments and love turning ideas into visual stories.

Where I Shine

Creative Tools



Adobe Photoshop



Adobe Lightroom



Adobe Premiere Pro



Adobe After Effects



Canva



CapCut

Soft Skills

Social Media Design

Brand Identity Design

E-commerce Promotions

Short-form Video Editing (Reels/TikTok)

Storyboarding & Layout Design

What's Inside

The Journey Ahead

01 Feed-Worthy Visuals

A collection of eye-catching social media posts designed for platforms like Instagram, Facebook, and TikTok. Each piece is tailored to the brand's tone, audience, and content goals crafted to stop the scroll and spark engagement.

02 Identity in a Symbol

Custom logos created for brands across various industries, focusing on simplicity, memorability, and brand alignment. Each design represents the visual essence of a business or concept.

03 The Finishing Touches

A showcase of functional designs like certificates and business cards blending professionalism with visual appeal. Created to make lasting impressions in both corporate and creative settings.

Design Samples

Social Media Design



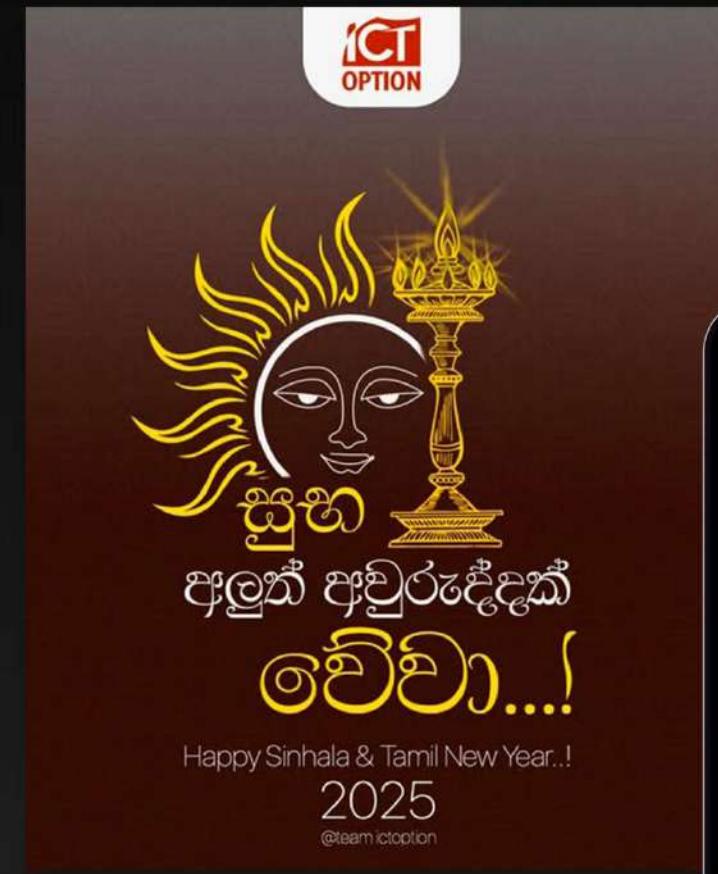
Design Samples

Social Media Design



Design Samples

Social Media Design



File Edit Image Layer Type Select Filter 3D View Window Help

Untitled-3.psd @ 17.9% (01 copy, RGB/8... Rectángulo 3.psb @ 33.3% (486609070_1208680464590963_864... e10300224892515.681341254ebe6.jpg @ 55% (Layer 0, RGB/B#)

EROS NEW YEAR COLLECTION

Mega FASHION SALE

Our old stock is on the move making room for fresh fashion at EROS CLOTHING.

SHOP NOW

CALL US FOR DETAILS
070 249 6485

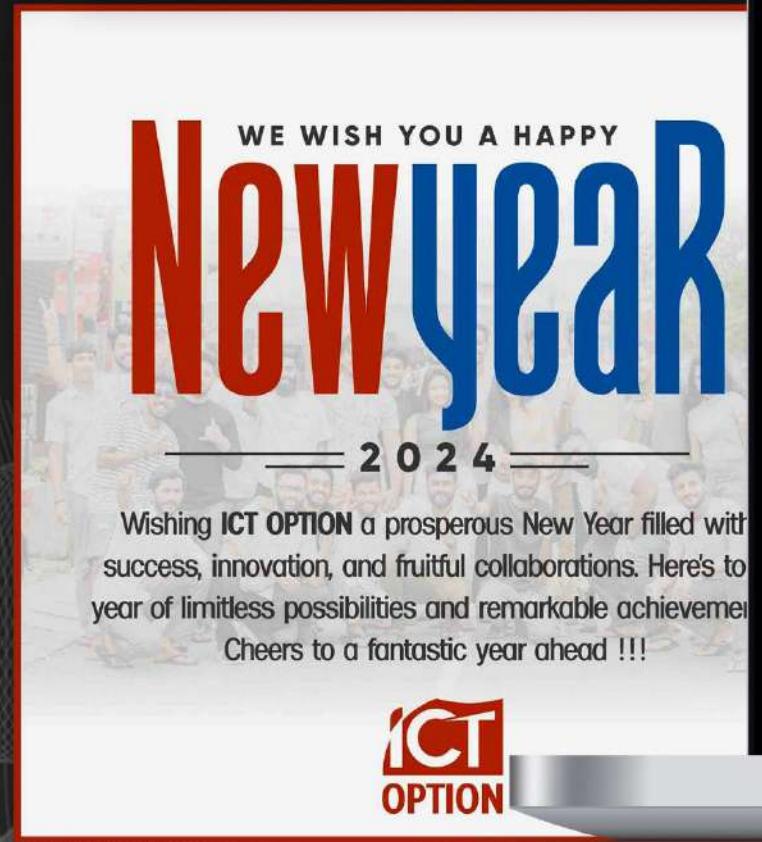
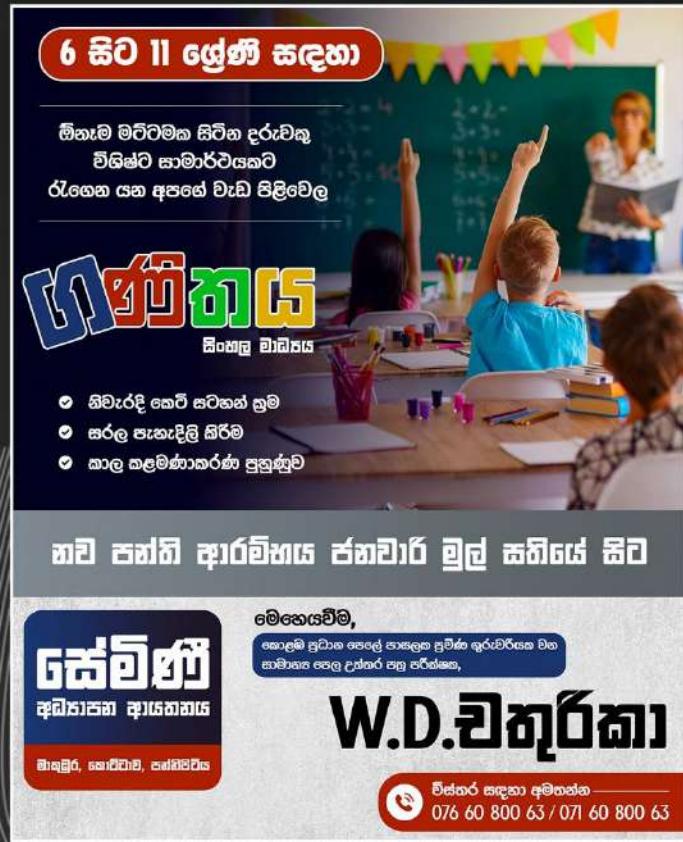
UP TO 30% DISCOUNT

Cream Oversized Grey Striped White Oversized

32°C Mostly sunny

Search

Ps



ICT
OPTION

Design Samples

Logo Design



Design Samples

Other Designs



Design Samples

Mockups



Contact

 rachijayasinghe@gmail.com

 +94 711 522 55

 behance.net/rachijayasinghe08

 linkedin.com/in/rachi-jayasinghe

 tiktok.com/@rachi.jayasinghe

Let's create something great together!