



Dumidu Pathirana

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ABOUT ME

A multidisciplinary designer with a background in interactive multimedia and graphic design, now focused on UX, user research, and digital experiences. I enjoy understanding how people think, interact, and experience the things around them, then turning those insights into clear, engaging, and meaningful design solutions. My work brings together visual creativity, research, prototyping and problem-solving, with a strong interest in creating experiences that feel both thoughtful and human.

EDUCATION AND TRAINING

M.Sc. User Experience Design

University of Portsmouth [09/2025 – Current]

City: Portsmouth | Country: United Kingdom | Website: <https://www.port.ac.uk/> | Level in EQF: EQF level 7

B.Sc. (Hons) in Information Technology Specialisation in Interactive Multimedia

SLIIT (Sri Lanka Institute of Information Technology) [01/2014 – 02/2020]

City: Malabe | Country: Sri Lanka | Website: <https://www.sliit.lk/> | Level in EQF: EQF level 6

Cambridge International AS & A Levels - Mathematics Stream

OKI International School [09/1998 – 06/2013]

City: Wattala | Country: Sri Lanka | Website: <https://www.okischool.lk/> | Level in EQF: EQF level 4

WORK EXPERIENCE

Enterprise Analytics – Nugegoda, Sri Lanka

Graphic Designer

[24/03/2025 – 03/09/2025]

Created professional visual content for marketing, branding, and corporate communication purposes. Designed social media creatives, presentation materials, digital graphics, and promotional assets while following brand guidelines. Supported internal and external communication needs by producing clean, consistent, and engaging designs for business-focused audiences.

Freelance – Kiribathgoda, Sri Lanka

Graphic Designer / UI/UX Designer

[30/11/2023 – 01/01/2025]

Delivered freelance design services across graphic design, branding, and UI/UX design. Created social media content, digital marketing visuals, brand assets, wireframes, and interface concepts based on client requirements. Managed design tasks independently from concept development to final delivery while focusing on clear communication, visual consistency, and user-friendly outcomes.

Aventage Labs – Colombo, Sri Lanka

Graphic Designer

[01/12/2021 – 30/06/2023]

Created social media marketing content and digital design materials for a range of brands. Supported visual communication, branding, and promotional campaigns while developing stronger digital marketing skills. Also applied UI/UX knowledge to provide design input and improve the usability and presentation of selected projects.

 **Superior Solution BPO** – Kelaniya, Sri Lanka

Graphic & Digital Marketing Executive

[01/04/2021 – 30/06/2021]

Created digital marketing visuals and social media content for USA-based clients. Supported brand communication, online campaigns, and promotional materials to improve brand visibility and audience engagement. Worked across both graphic design and digital marketing tasks while maintaining client brand requirements.

 **Extincts CIC** – Glasgow, United Kingdom

Graphic Designer

[01/10/2020 – 31/10/2021]

Created social media content and awareness materials focused on endangered animals and conservation. Designed engaging visual content to support campaigns, increase public awareness, and communicate environmental messages clearly. Received a ChangeMaker Award in recognition of my contribution to the organisation.

 **Fortude** – Colombo, Sri Lanka

Graphic Design Intern

[30/11/2018 – 30/11/2018]

Supported the marketing department as a Graphic Design Intern during the company's rebranding process. Created marketing collateral and visual materials that aligned with the new brand identity. Contributed to design tasks across internal and external communication materials.

 **AIESEC Sri Lanka** – Colombo, Sri Lanka

AIESECer

[01/07/2015 – 31/12/2018]

Actively contributed to AIESEC Sri Lanka through member, team leadership, and External Relations Vice President roles. Supported team coordination, external communication, partnership development, and event-related activities while gaining experience in leadership, communication, and organisational work.

 **AIESEC Malaysia** – Bangi, Malaysia

Exchange Participant

[28/04/2015 – 10/06/2015]

Participated in an international AIESEC exchange programme in Malaysia through the TechCycle / Tech4All project. Collaborated with international participants, supported graphic design work, delivered project presentations, and contributed to educational activities with NGOs focused on IT, English, and e-waste awareness.

LANGUAGE SKILLS

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

Sinhala

LISTENING C2 READING A1 WRITING A1

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Figma / UI/UX Design / User Research / Prototyping / Usability Testing / Design Thinking / Responsive Design / User Experience / User Centered Design / Wireframing / Adobe Photoshop / Adobe Illustrator / Marketing and branding / adobe creative suite / motion graphics / Adobe Photoshop Lightroom / Basic knowledge of WordPress! / graphic design / Basic knowledge of Copywriting and Brand Storytelling

HOBBIES AND INTERESTS

Music

Movies

Anime

Kart Racing

Swimming

PC Gaming

Diving

REFERENCES

Lynne Haddow

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