

THISHAN PAVITHRA

ART DIRECTOR | BRAND AND CAMPAIGN DESIGN

High-Volume Creative Delivery | Social | Performance | UI/UX | AI Workflows

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PROFESSIONAL SUMMARY

Hands-on creative lead and designer with 9+ years of experience across brand communication, campaign creative, social content, performance advertising, digital products and production delivery. Primary hands-on contributor across most of 100+ agency projects for clients in the UAE, Singapore, Australia, Thailand, Sri Lanka and other markets. Owns work from brief, references and visual direction through concept development, stakeholder presentation, revisions, channel adaptation, design QA and final delivery.

CORE EXPERTISE

Creative Direction: Visual concepts, references, campaign systems, art direction, typography, composition and design judgment

High-Volume Production: Creative request queues, reusable templates, channel adaptations, production checks and workflow efficiency

Brand Stewardship: Identity systems, visual consistency, guidelines, quality control and cross-touchpoint alignment

Marketing Creative: Social content, performance ads, campaign systems, presentations, web visuals and digital assets

AI-Assisted Workflows: Research, ideation, prompt development, image generation, image editing, variation and production efficiency

Creative Leadership: Brief improvement, stakeholder communication, team feedback, design QA and cross-functional delivery

PROFESSIONAL EXPERIENCE

Digital Marketing and Web Projects Manager | LeapTech Labs | Jan 2020 - Present

- Served as the primary hands-on creative contributor across most of the agency's 100+ completed projects, delivering brand identities, campaign systems, social content, performance assets, video edits, presentations, websites and UI/UX work.
- Owned creative assignments from brief clarification, research, references and concept routes through presentation, feedback, revisions, multi-format adaptation, production checks and final delivery.
- Created high-volume campaign and social content for Dulcino Gelato in Dubai, covering flavour launches, seasonal campaigns, location promotions, branded cart applications, short-form video and recurring content formats.
- Directed and produced marketing creative for Calypso Sunset Beach Resort as part of social and performance work that recorded 40% growth in online sales, and delivered campaign and brand creative for Travel Arcade.
- Developed ongoing social and performance creative for Leong Yik and A Star Doors in Singapore, adapting concepts across static posts, carousels, reels and paid formats while maintaining each brand's visual system.
- Completed a UI/UX audit and designed aligned website imagery for Preimo Urban Mobility in Dubai, supporting consistency across brand, web and campaign touchpoints.
- Used AI tools for research, concept exploration, prompt development, image generation, image editing and production variations, then refined outputs through manual design and quality checks.
- Coordinated designers, developers, content contributors and clients through briefs, schedules, reviews and design QA, while contributing directly whenever delivery volume or complexity required it.

PROFESSIONAL EXPERIENCE CONTINUED

National Director, Marketing (B2C) | AIESEC in Thailand | Jul 2018 - Oct 2019

- Led creative and digital marketing delivery across national campaigns, six websites, two applications and customer-facing touchpoints.
- Set visual direction, coordinated campaign assets and worked with cross-functional and international teams on content, usability, delivery and quality control.
- Contributed to a 9% sales increase through a redesigned platform and improved digital presentation, while onboarding changes reduced bounce rate from 61% to 43%.
- Facilitated training sessions and provided teams with clearer creative processes, feedback and reusable campaign structures.

National Director, Marketing (B2B) | AIESEC in Sri Lanka | Jan 2017 - Jun 2018

- Led B2B marketing communication, campaign creative, presentations, web-platform content and brand consistency across national activity.
- Contributed to a 17% sales increase through a new web platform and clearer visual presentation of the offering.
- Improved team productivity by 30% through reusable structures, data-informed workflows and clearer delivery processes.
- Coordinated teams and stakeholders to improve campaign quality, search visibility and communication consistency.

TOOLS AND PRODUCTION

Design and Prototyping: Figma, Adobe Creative Suite including Photoshop and Illustrator, Adobe XD, InVision

Generative AI: ComfyUI, Qwen Image Edit, Stable Diffusion XL workflows, prompt development and AI image editing

Motion and Content: Video editing, motion assets, social adaptations, campaign artwork and presentation design

Digital: WordPress, Astro, Framer, HTML, CSS, JavaScript and React

Marketing and Analytics: Meta Business Manager, Google Analytics, Hotjar and Hootsuite

Workflow: Trello, Slack, Google Workspace and Microsoft Office

EDUCATION

B.Sc. in Applied Sciences | Joint major in Computer Science, Mathematics and Physics

University of Sri Jayewardenepura, Sri Lanka

Diploma in Marketing | Part Qualified

The Chartered Institute of Marketing (CIM), United Kingdom