

# Nirshath Madhusanka

Lead Designer

Brand & Graphics  
Video & Motion  
**Generative AI**  
UI / UX Design  
Agentic Workflows  
Creative Leadership

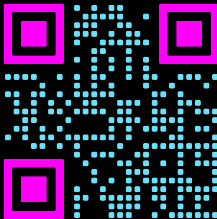
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## About Me

I'm a Dubai-based designer with a **First Class Honours BA in Digital Media and Communications** and 6+ years across brand, UI/UX, motion and video.

Today I lead design for **MultiBank Group's mb.io**, pairing design craft with generative AI and agentic workflows (Claude, Hermes, Higgsfield, Kling) to ship more, faster.



<https://linktr.ee/Neonsesky>

## Work Experience



**MultiBank Group** Dubai, UAE Mar 2026 - Current

Lead Designer · mb.io

- Lead design for mb.io: **2,900+ creatives** since Mar 2026 across **social, ads, video, email, print**.
- Built **Claude Code / Hermes agent pipelines** automating briefs, resizing and QA.
- In-house **AI video and imagery** with **Higgsfield, Kling, Nano Banana, Sora**.



**Bybit** Dubai, UAE Aug 2025 - Dec 2025

Creative Design Specialist

- Delivered **1,000+ creatives** in five months for **20M+ users**.
- Integrated **Sora, Runway ML and ChatGPT** into the pipeline: **2.5x output**.
- Kept **brand consistency** across **5+ global platforms**.

**SilverFern Digital** Dubai, UAE Oct 2024 - Aug 2025

UI UX Designer

- Led end-to-end UI for **Lulu Group, Sobha Realty, EDC and VerifyBuy**.
- Built **Figma component libraries**, cutting dev handoff friction by **30%**.
- Ran workshops and **interactive prototypes** to validate journeys.

UI UX Design Intern

- Designed and prototyped web and app pages; wireframes, user flows and user research.

## My Education



**Middlesex University**  
Dubai • 2026 - 2027

**MSc Marketing Communications & Brand Management (In progress)**  
AI & Emerging Tech, Immersive Branding, Consumer Psychology.



**Middlesex University**  
Dubai • 2021 - 2024

**BA Digital Media and Communications (First Class Honours)**  
UI/UX Design, New Technologies, Digital Culture, Social Media.

## My Skills

Generative AI · Image & Video

Agentic AI Workflows (Claude, Hermes)

Graphic & Brand Design

UI / UX Design & Prototyping (Figma)

Video Editing & Motion

Creative Direction & Leadership

Emerging Tech (VR / AR)

# Work Experience

**Blu Side Studios** California, USA      Mar 2021 - Oct 2024

Multimedia Artist / Graphic Designer

- Designed **album covers** based on songs provided.
- Designed a **concept redesign** of the website.
- Designed **clothing mock-ups** for the brand and various clients.
- Produced logo animations and various other design projects as required.

**Zest F.C** Chaipyum, Thailand      Jan 2020 - May 2021

Graphics / Apparel Designer

- Worked as a graphics designer, while also creating **apparel designs** and **mock-ups**
- Created logos, designed various posters and requested designs
- Created **custom t-shirt designs** for presentation and visualization

Explore more

# Projects

## Project Management – VR Game Development ("Astrolympics")

Role: Project Manager

- I was tasked with **managing a team** to develop a VR game on Unity
- Crafted a production strategy and **organized tasks** into weekly sprints using Trello.
  - **Assigned roles** and **monitored progress** for on-time project delivery.
  - Conducted testing on **Oculus Metaquest 2**, making gameplay adjustments.

## Solo App Design and Prototype - "Manualgram"

Role: UI / UX Designer | Prototyper

- I **designed an app prototype** from start to finish as a solo project.
- Developed a complete app prototype **independently**.
  - Created **essential documents** like pitch and brand kit.
  - Designed both **low and high-fidelity prototypes** in Figma.
  - Conducted **user testing** to enhance design based on feedback.

## Creative Direction | Team App Design - "Freelancr"

Role: Creative Director | Prototyper

- I **led a team** in designing a concept app called 'Freelancr'
- Led the design of the 'Freelancr' **app concept**.
  - **Delegated tasks** and ensured project deadlines were met.
  - Developed both **low-fidelity and high-fidelity** prototypes.
  - **Integrated team feedback** to refine the user experience.

# Software

Generative AI // AI Agents // Local AI Models



LEGACY DESIGN TOOLS

Graphic Design // Photography



UI / UX Design // App Design // Web Design



Video Editing // Sound Design



New Technologies // Augmented Reality // Virtual Reality // Unity Game Dev



# Reference

**Travis Wright**  
Chief Marketing Officer  
MultiBank Group  
Direct manager at mb.io  
Contact on request