Nirshath Madhusanka

CREATIVE DESIGN SPECIALIST | UI/UX & BRAND DESIGN | GENERATIVE AI & AGENTIC WORKFLOWS

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PROFESSIONAL SUMMARY

Lead Designer with 6+ years of experience delivering brand, UI/UX and multimedia work for global fintech and enterprise brands including MultiBank Group, Bybit, Lulu Group, Sobha Realty and EDC. Combines classical design craft with production-grade Generative AI and agentic workflows, building LLM-driven pipelines with Claude, Hermes agents, ChatGPT and Higgsfield that compress turnaround and multiply output. Specialises in design systems and brand governance at scale. First-Class Honours BA in Digital Media and Communications; currently pursuing an MSc in Marketing Communications and Brand Management at MDX.

EDUCATION

MIDDLESEX UNIVERSITY — Dubai, United Arab Emirates
MSc Marketing Communications & Brand Management — Sept 2026 – Apr 2027

Key Areas of Study: Intelligent Marketing: AI & Emerging Technologies, Immersive Branding in the Digital Age, Global Marketing Management and Digital Strategy, Marketing Analytics and Visualisation, Consumer Psychology and Decision Making, Marketing Communications, Marketing Practicum and Practitioner Perspectives.

MIDDLESEX UNIVERSITY — Dubai, United Arab Emirates
BA (Hons) Digital Media & Communications | GPA 4.0, *First Class Honours* — Sept 2021 – Jun 2024

Key Areas of Study: Video and Motion Design, Multimedia Production, Design for Digital and Print, UI/UX Design, New Technologies and Innovation, Digital Research & Creative Practice, Social Media Management, Digital Culture.

WORK EXPERIENCE

MULTIBANK GROUP (mb.io) — Dubai, United Arab Emirates
Lead Designer — Mar 2026 – Present

- Creative Leadership: Lead design for mb.io, MultiBank Group's retail trading platform, owning social creatives, digital campaigns, UI assets and brand collateral end to end.
- Agentic AI Workflows: Built Claude Code/Hermes agent pipelines with MCP tools that automate briefing, copy variation, resizing and creative QA, cutting turnaround to hours.
- Generative AI Production: Produce AI video and image assets in-house with Higgsfield, Nano Banana, Sora and Midjourney, removing reliance on external production budgets.
- Design Systems & Brand Governance: Maintain Figma libraries and brand guidelines across web, app and paid channels for a consistent mb.io identity.
- Cross-Functional Delivery: Partner with marketing, product and compliance to turn complex trading product requirements into conversion-focused UI and campaigns.

BYBIT — Dubai, United Arab Emirates
Creative Design Specialist — Aug 2025 – Dec 2025

- Generative AI Workflows: Integrated Sora, Runway ML, Midjourney and ChatGPT into the creative pipeline, cutting production lead times by 40% and growing output 2.5x.
- Visual Brand Governance: Standardised brand consistency across 5+ global platforms for a 20M+ user base across MENA, APAC, EU and LATAM.

- Cross-Functional Design Support: Delivered 50+ key visuals and UI assets per quarter, aligned to global brand standards.

SILVERFERN DIGITAL Dubai, United Arab Emirates
UI/UX Designer Oct 2024 – Aug 2025

- Enterprise Project Delivery: Led end-to-end UI for Lulu Group, Sobha Realty, EDC and VerifyBuy, shipping 10+ digital products from wireframe to prototype.
- Design System Development: Built Figma component libraries across client portfolios, cutting design-to-development friction by 30% through standardised handoffs.
- Stakeholder Alignment & Prototyping: Ran design workshops and discovery sessions, producing interactive prototypes to validate user journeys before build.

BLU SIDE STUDIOS | Multimedia Artist & Graphic Designer California, US | Mar 2021 – Oct 2024

ZEST FC | Graphic Designer Chaiyaphum, Thailand | Jan 2020 – May 2021

SKILLS & TECHNOLOGIES

Core Design & UI/UX: Figma (advanced prototyping, design systems, auto layout), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom), user research & usability testing, wireframing & information architecture, component libraries, motion & video design, print and digital production.

Generative AI — Image & Video: Higgsfield, OpenAI Sora, Runway ML, Midjourney, Nano Banana (Gemini Image), Adobe Firefly, AI upscaling and inpainting, AI-assisted storyboarding and concept development.

LLMs & Agentic Workflows: Claude (Claude Code, Hermes agent orchestration), ChatGPT, Google Gemini; prompt engineering, multi-step agentic pipelines, MCP tool integrations, AI automation of asset generation, copy variation and creative QA, human-in-the-loop review design.

Emerging & Interactive Tech: interactive web experiences, LottieFiles motion for product UI, AR/VR concepting, HTML/CSS design implementation.

Strategy & Leadership: Creative direction, brand identity strategy, agile delivery (Trello/Jira sprints), cross-functional team leadership, stakeholder management, rapid prototyping.

CERTIFICATES

ANTHROPIC — Claude 101, Certificate of Completion (verify.skilljar.com/c/8uriks37oyup)	Mar 2026
LOTTIEFILES — LottieFiles for Figma Certification	Aug 2025
DUBAI FUTURE FOUNDATION — Prompt Engineering (AI Systems)	Aug 2025
SILVERFERN DIGITAL — UI/UX Design Certification	Apr 2025

ADDITIONAL

Languages: English (Native/Bilingual) | Interests: Videography, photography, AI no-code app building, and also a very proud cat dad.