Nirshath Madhusanka

CREATIVE DESIGN SPECIALIST | UI/UX & MULTIMEDIA STRATEGIST

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PROFESSIONAL SUMMARY

Innovative Creative Design Specialist with over 6 years of design expertise and a track record of delivering high-impact visual strategies for major regional brands including Bybit, Lulu, Sobha, and EDC. Expert in merging traditional design principles with Generative AI workflows (Sora, Runway ML, ChatGPT, Nano Banana) to accelerate production timelines and enhance creative output. Proven success in end-to-end UI/UX prototyping and multimedia storytelling, backed by a First-Class Honours BA in Digital Media and Communications.

EDUCATION

MIDDLESEX UNIVERSITY   Dubai, United Arab Emirates
BA Digital Media and Communications   Sept 2021 - Jun 2024

Grade: GPA 4.0, *First Class Honours*

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

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

- Integrated Generative AI Workflows: Orchestrated the use of Sora, Runway ML, and ChatGPT into the creative pipeline, reducing asset production lead times by 40% while increasing total creative output by 2.5x.
- Visual Brand Governance: Standardized and enforced brand consistency across 5+ global digital platforms, ensuring a unified visual identity for a user base of 20M+ in the high-velocity Fintech sector across MENA, APAC, EU and LATAM.
- Cross-Functional Design Support: Partnered with product and marketing stakeholders to deliver 50+ high-impact key visuals and UI assets quarterly, translating complex technical requirements into cohesive, user-centric designs that align with global brand standards.

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

- Enterprise Project Delivery: Led end-to-end interface design for premier regional clients including Lulu Group, Sobha Realty, EDC, and VerifyBuy, delivering 10+ scalable digital solutions from conceptual wireframes to high-fidelity prototypes.
- Design System Development: Built and managed comprehensive Figma component libraries for diverse client portfolios, reducing design-to-development friction by 30% through standardized styles and documented handoffs.

- Stakeholder Alignment: Facilitated design workshops and technical discovery meetings to translate client requirements into functional wireframes, ensuring 100% alignment between creative vision and business objectives.
- Rapid Prototyping: Produced interactive, high-fidelity prototypes to demonstrate complex user flows, allowing stakeholders to visualize end-user journeys before the development phase.

BLU SIDE STUDIOS   California, United States
Multimedia Artist & Graphic Designer   Mar 2021 – Oct 2024

- Social & Merchandising: Designed 50+ custom apparel concepts and album cover art, driving visual engagement across the studio's social media platforms.
- Creative Assets: Delivered high-fidelity graphic assets and promotional content for independent artists, ensuring 100% alignment with diverse musical brand identities.

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

- Designed core visual assets including club logos and promotional graphics, ensuring a cohesive brand presence across digital and physical touchpoints.
- Apparel & Merchandise Design: Conceptualized and executed custom apparel graphics and kit designs, translating the club's identity into high-quality merchandise.

SKILLS & TECHNOLOGIES

CORE DESIGN & UI UX
Figma (Advanced Prototyping & Design Systems), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects, Premiere Pro), User Research & Usability Testing, Wireframing & Information Architecture, Design Systems.

GENERATIVE AI & EMERGING TECH
AI Video & Imaging: OpenAI Sora, Runway ML, Midjourney, Nano Banana, Fireflies. AI Productivity: ChatGPT, Gemini (Prompt Engineering for Design Workflows). Immersive Tech: AR/VR Concepts

STRATEGY & LEADERSHIP
Agile Project Management (Trello/Sprints), Cross-Functional Team Leadership, Stakeholder Management, Brand Identity Strategy, Rapid Prototyping.

CERTIFICATES

LOTTIEFILES   Aug 2025
LottieFiles for Figma Certification

DUBAI FUTURE FOUNDATION   Aug 2025
Prompt Engineering (AI Systems)

SILVERFERN DIGITAL   Apr 2025
UI UX Design Intern Certification

ADDITIONAL

Languages: English (Native/Bilingual)
Interests: Videography, Photography and a proud Cat Dad.