

MUDITHA SRIDARA DAYASENA

Creative Director & Full-Stack Digital Product Designer

Phone: 0566004689 | Email: hello@muditha.online

Portfolio: <https://muditha.online>



PROFESSIONAL SUMMARY

Strategic, engineering-minded Creative Director and Performance-Focused Web Developer with over 15 years of deep-rooted experience intersecting elite corporate design systems and high-performance web development. Proven track record of transforming high-level business objectives into world-class digital assets and high-conversion web architectures tailored explicitly for competitive UAE and GCC enterprise markets. Expert in deploying ultra-fast, "Staticfirst" component-driven frameworks to optimize core web vitals, capture search visibility, and accelerate corporate lead-generation pipelines.

CORE COMPETENCIES & TECH STACK

- Digital Product Design: Enterprise Brand Identity, Large-Format Signage, Print & Premium Packaging Engineering.
- Web Engineering & Architecture: Static-First Deployments, Next.js, Astro, Tailwind CSS, Component-Driven Design.
- Motion & Interactive Graphics: Framer Motion, Vector Asset Animation, Kinetic Typography, Mockup Presentations.
- Creative Software Suite: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects).
- Workflow Automation: Advanced AI Integration (Gemini Pro) for ultra-efficient development sprints and system automation.

Senior Graphic Designer & Digital Marketing Executive | Regal Group (UAE)

Current Position (Since 2025 April)

- Spearheaded corporate visual communication and dynamic multi-channel marketing matrices to scale enterprise audience reach across regional divisions.
- Formulated high-impact graphic assets, digital ad campaigns, and rich media content optimized for regional commercial pipelines and customer lead conversion.
- Managed cross-functional collaborative workflows to ensure design elements seamlessly aligned with overall corporate brand strategy and growth objectives.

Creative Director | Growize Digital (Sharjah Publishing City Free Zone, UAE)

February 2026 – Present

- Lead a premium digital marketing and web design agency workforce delivering highperformance asset ecosystems for UAE real estate, luxury sectors, and industrial startups.
- Manage a multidisciplinary team to execute unified multi-platform marketing and sales campaigns spanning LinkedIn, Instagram, Facebook, and TikTok.
- Spearhead end-to-end legal and creative project agreements, aligning client expectations with strict digital production schedules from the SPC Free Zone.

Senior Graphic Designer & IT Coordinator | Al Safa Lubricant Industry LLC (Ajman, UAE)

February 2023 – April 2026

- Engineered the complete digital presence and premium corporate identity for an industrial lubricant manufacturer, creating an elegant, cinematic visual aesthetic.
- Designed high-fidelity vector product mockups, intricate label layouts, and packaging specification structures for industrial distribution.
- Coordinated and developed a high-performance Next.js lead-generation platform featuring custom animations, gated corporate content, and optimized search visibility.
- Produced advanced motion graphics and promotional video assets for regional B2B distributor acquisition campaigns while managing internal digital assets and creative hardware deployment frameworks.

Freelance Graphic Designer & Consultant | Global Enterprise Markets

Over 15 Years of Independent Experience

- Delivered bespoke brand identity guidelines, stationery systems, and custom marketing matrices for a diverse corporate client portfolio.
- Cultivated long-term client partnerships by consistently translating complex technical operations into high-converting digital realities.

LANGUAGES

- **English:** Professional Proficiency
- **Hindi:** Fair (Speaking)
- **Arabic:** Understand and Manageble