



AYESHMATH ABEYGUNAWARDHANA

CREATIVE DIRECTOR | PROFESSIONAL VIDEOGRAPHER | VIDEO EDITOR | PROFESSIONAL PHOTOGRAPHER

Address: 76 2/1 76 Apartments, Udahamulla Station Road, Nugegoda, Sri Lanka

Phone: +94 77 778 7010

Email: info.ayeshmath@gmail.com / info.archerred@gmail.com

Website | Portfolio: www.archerred.lk

Professional Summary

Strategic Creative Director and Multimedia Specialist with expertise in digital marketing, branding, video production, web design, and AI-driven content development. Combines strong technical proficiency with visionary creative leadership to deliver impactful brand experiences and measurable business growth. Experienced in managing cross-functional creative and IT operations while ensuring brand consistency, innovation, and performance excellence.

Core Competencies

Strategic Brand Development & Visual Identity Systems

Crafting cohesive, market-differentiated brand experiences that strengthen positioning and long-term recognition.

Advanced Graphic Design & Visual Communication

Developing high-impact digital and print assets aligned with brand strategy and audience psychology.

Cinematic Video Editing & Motion Graphics

Producing compelling visual narratives with dynamic storytelling, animation, and post-production excellence.

Commercial & Product Photography

Creating premium, conversion-focused imagery optimized for advertising, e-commerce, and digital campaigns.

Commercial & Product Videography

Delivering high-quality branded video content that enhances engagement and drives measurable results.

Web Design & Front-End Development

Designing responsive, user-centric websites with strong UX/UI principles and modern front-end execution.

AI-Powered Content Creation & Prompt Engineering

Leveraging emerging AI technologies to conceptualize, generate, and optimize scalable creative content across platforms.

Executive – Creative Designer

Rose Oud (Pvt) Ltd | August 01, 2025 – Present

- Leading creative direction and production for branding, video content, and promotional materials.
- Managing food and event photography and videography, incorporating AI tools for design efficiency.

Phone: +94 11 705 4054 | Email: info.holdings@pintanna.lk | Web: www.pintannagroup.lk

Executive – Creative Designer

Pintanna Holdings (Pvt) Ltd | June 26, 2023 – August 01, 2025

- Leading creative direction and production for branding, video content, and promotional materials.
- Managing product photography and videography, incorporating AI tools for design efficiency.

Phone: +94 11 705 4054 | Email: info.holdings@pintanna.lk | Web: www.pintannagroup.lk

Senior Executive – Creative Designer / Web Developer / Production

Darkroom Creations | November 2022 – June 22, 2023

- Designed and developed websites, multimedia campaigns, and product visuals.
- Coordinated production and maintained brand consistency.

Phone: +94 77 398 5630 | Email: info@darkroom.lk | Web: www.darkroom.lk

Associate Engineer – Technology

Virtusa | January 2022 – October 2022

- Participated in UI/UX engineering and responsive interface projects.
- Assisted in software testing, documentation, and development.

Phone: +94 114 605 500 | Email: info@virtusa.com | Web: www.virtusa.com

ICT Support Technician / Graphic Designer

Darkroom Creations | August 2016 – March 2021

- Provided IT support and created visual content.
- Designed branding materials and managed internal systems.

Phone: +94 77 398 5630 | Email: info@darkroom.lk | Web: www.darkroom.lk

ICT Support Technician / Graphic Designer

Buildingeasy Limited – New Zealand | July 2010 – June 2014

- Supported IT systems and created graphic assets for marketing.
- Provided remote support and contributed to digital content production.

Phone: +64 800 112 200 | Email: sales@buildingeasy.co.nz

Education

BSc (Hons) Computing (Top-Up)

London Metropolitan University | March 2021 – February 2022
Conducted at: ESOF Metro Campus

Certificate Course on Camera and Lighting

Sri Lanka Rupavahini Corporation | March 2021 – August 2022
Phone: +94 11 258 0137 | +94 77 850 7669 | Email: info@rupavahini.lk
Web: www.rupavahini.lk

Pearson Assured Diploma in Web Engineering

ESOF Metro Campus – Gampaha | June 2019 – July 2020
Phone: +94 33 757 2572 | +94 77 378 5301 | Email: info@esoft.lk | Web: www.esoft.lk

Pearson Assured Diploma in Multimedia

ESOF Metro Campus – Gampaha | October 2018 – July 2020
Phone: +94 33 757 2572 | +94 77 378 5301 | Email: info@esoft.lk | Web: www.esoft.lk

Computer Graphic Designer NVQ Level 4

National Apprentice and Industrial Training Authority (NAITA) | November 2018
Phone: +94 112 888 782 | Email: info.naita.gov.lk | Web: www.naita.gov.lk

Diploma in Computing NZQA Level 5

Institute of Applied Learning | April 2008 – March 2009
Phone: +94 112 888 782 | Email: info.naita.gov.lk | Web: www.naita.gov.lk

Professional Certificate in 3D Animation & VFX- Level - 01

Informatics Institute of Technology | March 2026 - currently following
IIT School of Computing - Spencer Building - 435 Galle Rd, Colombo 00300
Phone: +94 766 760 760 / +94 766 760 760 | Email: info@iit.ac.lk | Web: www.iit.ac.lk

Certificate in Practical Digital Marketing

eMinds Academy Australia | March 2026 - currently following
Suite 9D, Level 7/138 Albert St, Brisbane City QLD 4000, Australia
Phone: +61 432 596 471 | Email: edu@eminds.com.au | Web: www.eminds.com.au

References

Mr Ralston David

Head of Human Resources - Pintanna Holdings (Pvt) Ltd
Phone: +94 77 123 3116 | ralston.d@pintanna.lk

Mr Milinda Soysa

Buildingeasy Ltd, 53c Rangi Road, Takanini 2105, New Zealand
Phone: +64 21 456 898 | Email: sales@buildingeasy.co.nz

Mr Ranjan Gurusinghe

Tutor / Chief Cameraman, Research and Training, Sri Lanka Rupavahini Corporation
Phone: +94 71 480 718

Ms Malani Ramachandran

Head of Unit - Research and Training, Sri Lanka Rupavahini Corporation
Phone: +94 11 258 0137 | Email: malanislr@gmail.com