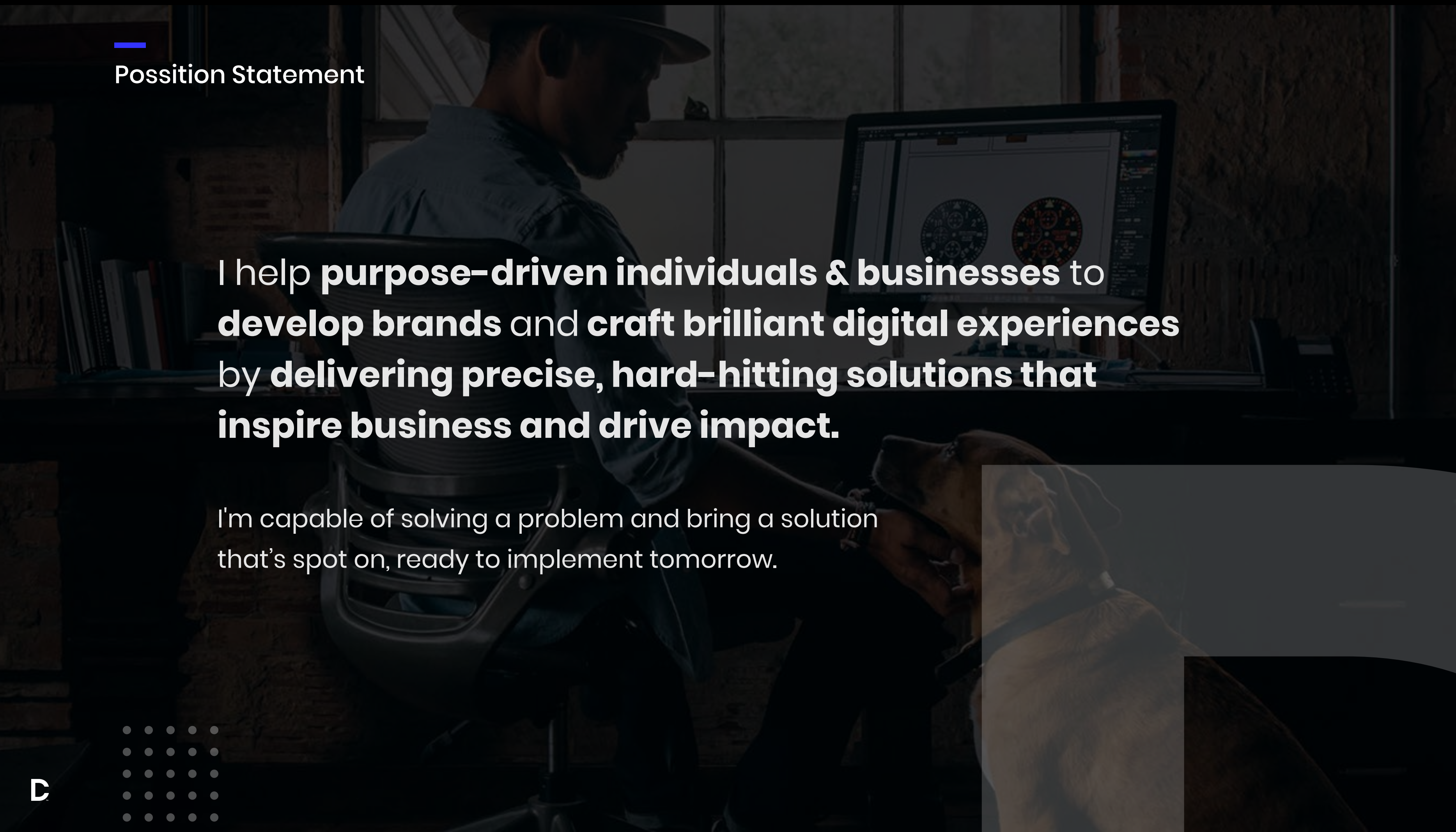


Hello there... I'm Charith.

**An independent Brand  
and Digital Product  
Designer currently  
based in Sri Lanka.**



A man wearing a hat and a light blue shirt is sitting at a desk, looking at a computer monitor. The monitor displays two circular diagrams. In the foreground, a dog is looking up at the man. The background is a brick wall.

## Possition Statement

I help **purpose-driven individuals & businesses** to **develop brands** and **craft brilliant digital experiences** by **delivering precise, hard-hitting solutions** that **inspire business and drive impact.**

I'm capable of solving a problem and bring a solution that's spot on, ready to implement tomorrow.

I believe design has the power to shape meaningful human experiences. I'm passionate about expressing values of honesty, authenticity, and simplicity through my work.



## Services

I love to attend my clients day by day, keeping them at the forefront, making the journey enjoyable, always with the big picture in mind.

### Branding

I care deeply about craft and work with brands who understand the importance of investing in design.

**Brand Identity**

**Brand Visual Guidelines**

**Brand Strategy**

**Visual Design**

**Art Direction**

### Digital Design

A successful design feels right. Simple and timeless, it is the result of a meticulously crafted vision that caters to human needs and entices your audience to accomplish a goal.

**Web / App**

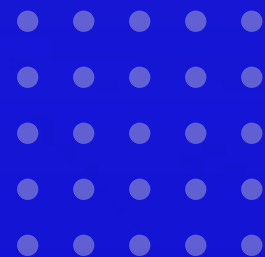
**Wireframing**

**Prototyping**

**Interface & Experience (UI/UX)**

**Interaction Design**

**Front-End Development**





# Experience

## Branding & Digital Designer

Since 2018, Around the World from Qatar & Sri Lanka

After 10 years of a strong career and has worked with fortune 500 companies, I’ve decided to work as an individual designer. The vision is to contribute my expertise and experiences to support small to medium business who can’t afford larger branding companies.

### Senior Graphic Designer

Y&R & Wunderman Doha, Qatar  
Nov 2014 – Dec 2018 (3 Years)

I help the agency to maintain their higher standards in brand identity designs, print designs & digital designs from start to finish. I am collaborating with various team members to ensure the projects are delivering the clients expectations.

### Graphic Designer

NAU Marketing & PR – Riyadh, KSA  
Nov 2012 – Nov 2014 (2 years 1 month)

I was working on brand identity, print designs, editorial designs while handling all the digital graphic design requirements from social media designs to digital banners.

### Graphic Designer

Ad Shop (PVT) Limited, Colombo, Sri Lanka  
Jul 2009 – Aug 2012 (3 Years 2 Months)

My passion for graphic designing helps me to start a career in the advertising industry. My curiosity and empathy drive me to learn a lot of things about brand consulting and advertising. I was able to work on my own design concepts and work as a part of a team.

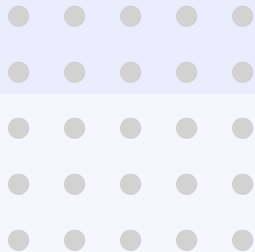
## Software Skills

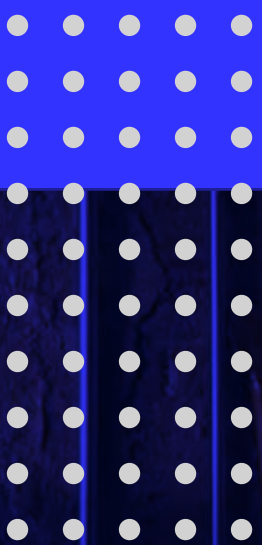
Adobe Creative Cloud:

Photoshop, Illustrator, InDesign, Experience Design, & Lightroom

UI/UX Design Software:

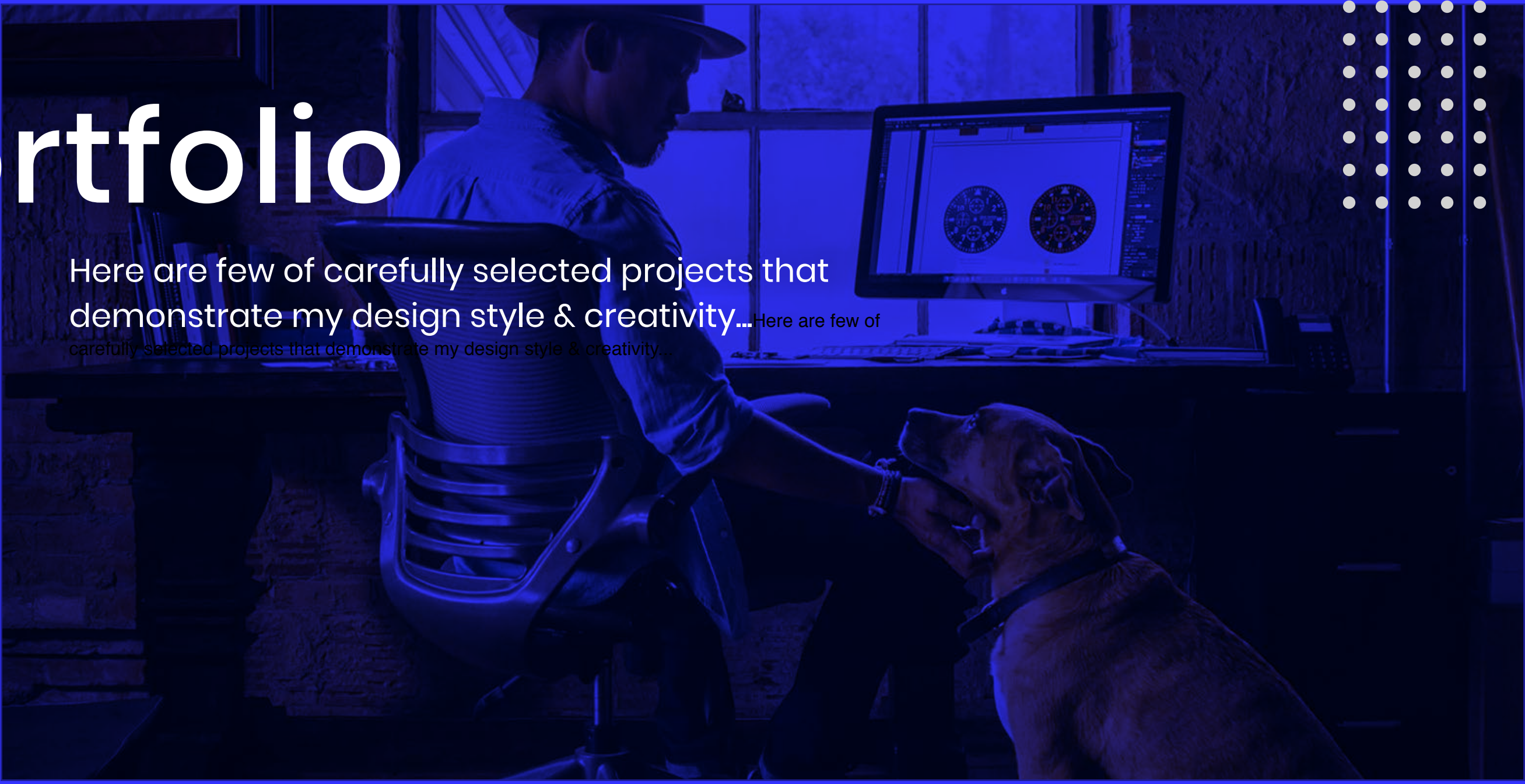
Sketch App, Flinto, Principle & InVision





# Portfolio

Here are few of carefully selected projects that demonstrate my design style & creativity...  
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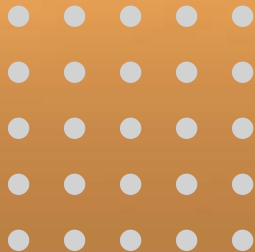


# HAMAMAT

AFRICAN BEAUTY



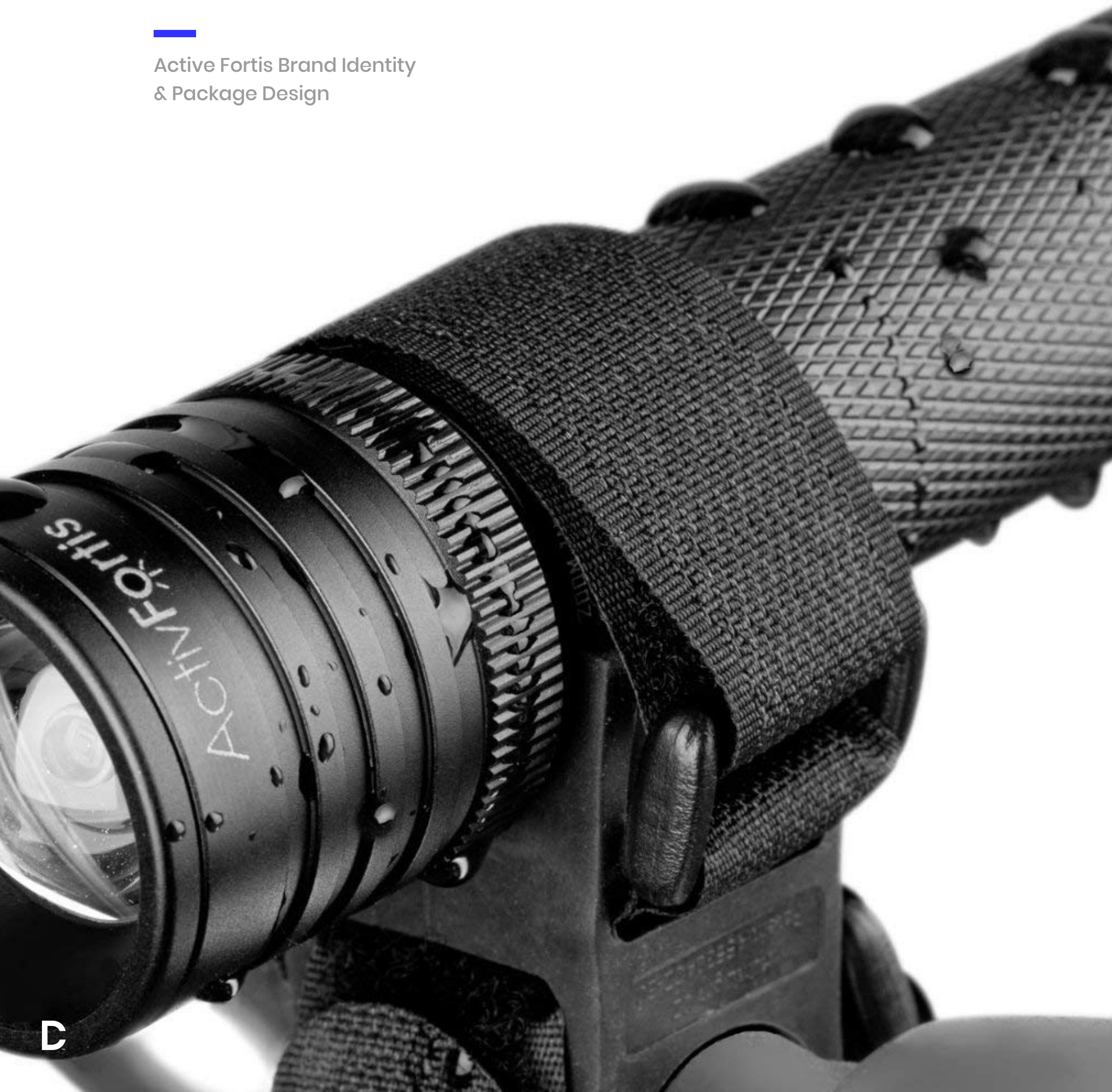
# HAMAMAT





Active Fortis Brand Identity  
& Package Design

# ActivFortis





Cold Brew Coffee  
Package Design









Logo Designs



FOUR STYLE

D



HAMAMAT  
AFRICAN BEAUTY

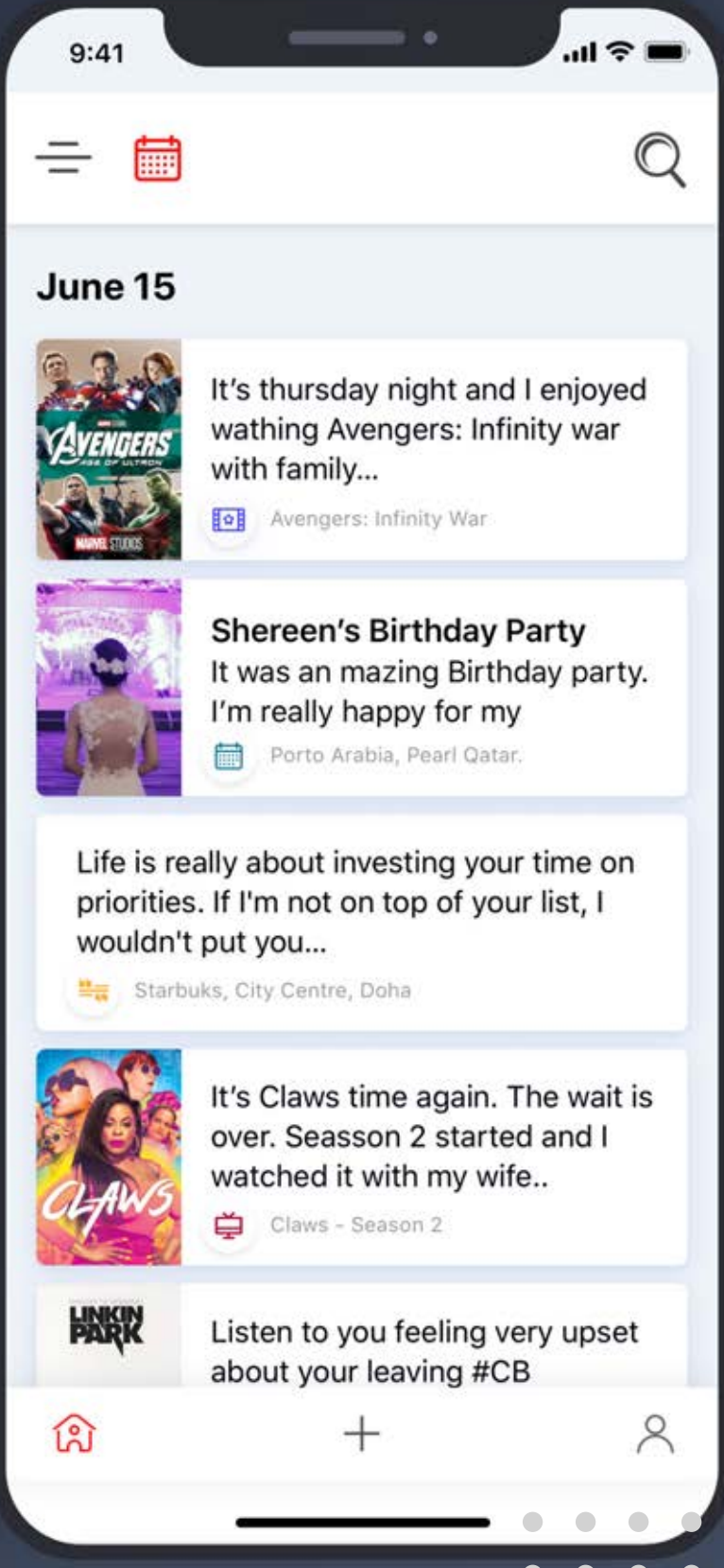
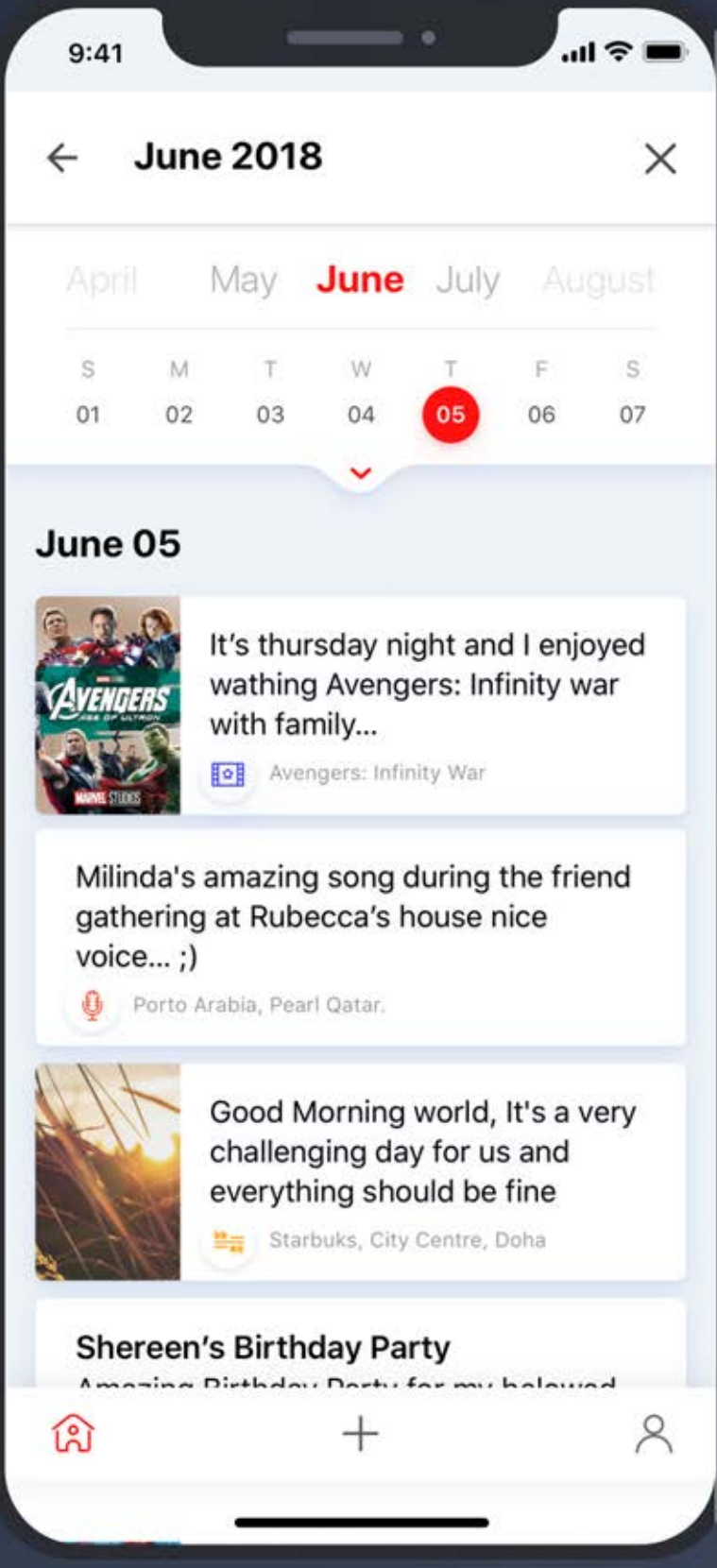
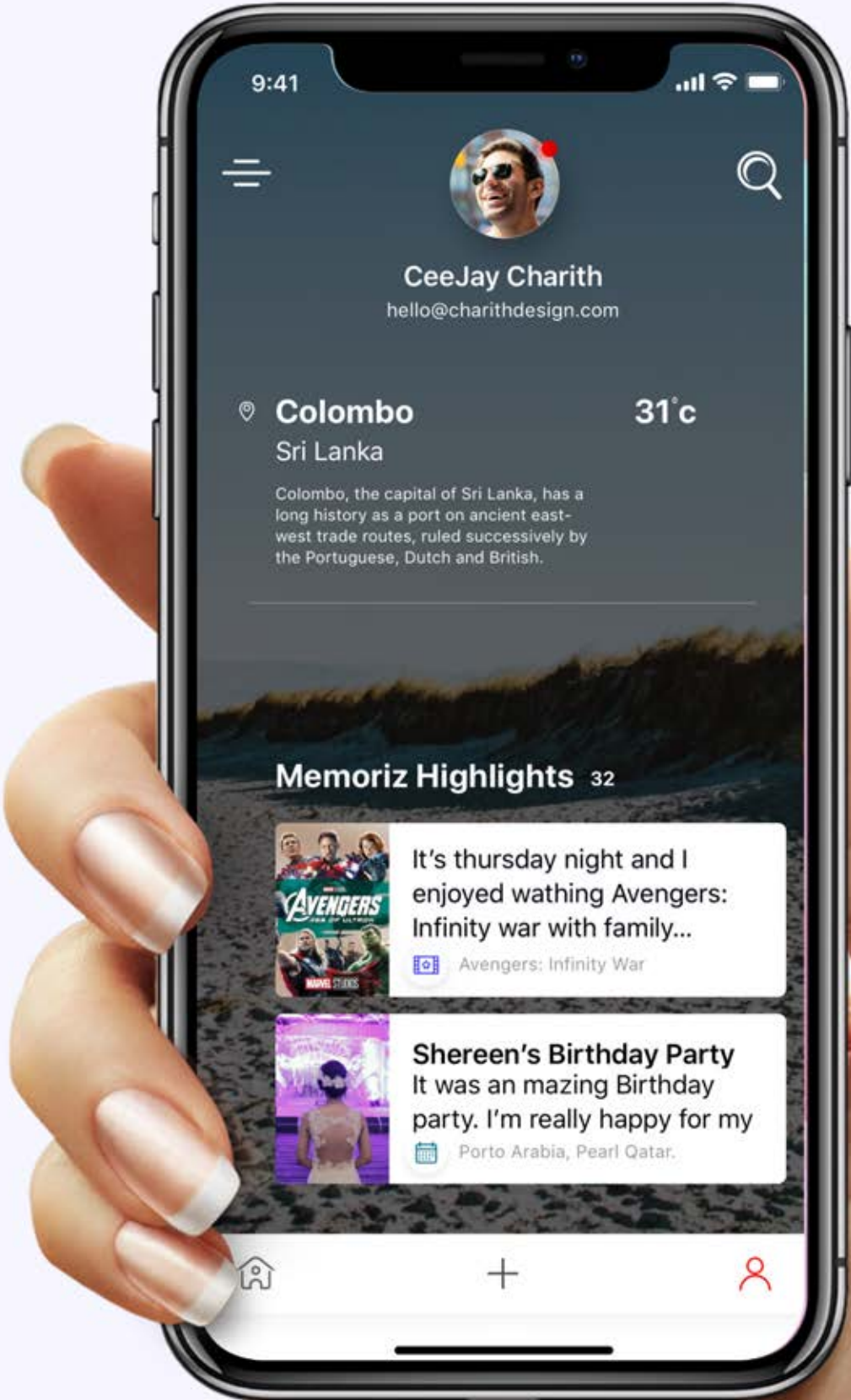
Safari Shea Butter  
African Skincare  
100% Natural  
113g

ActivFortis



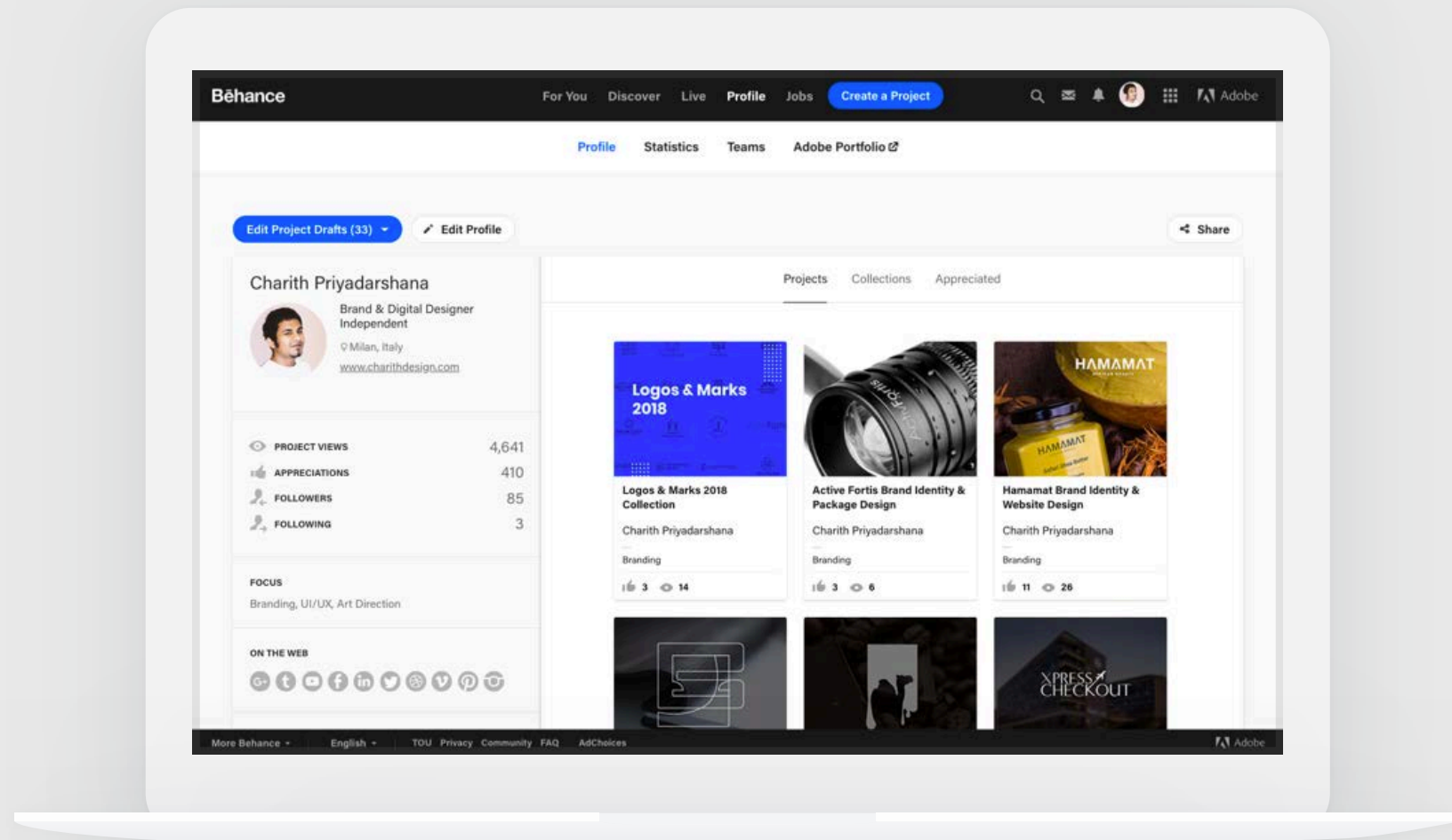
M E M R I E Z



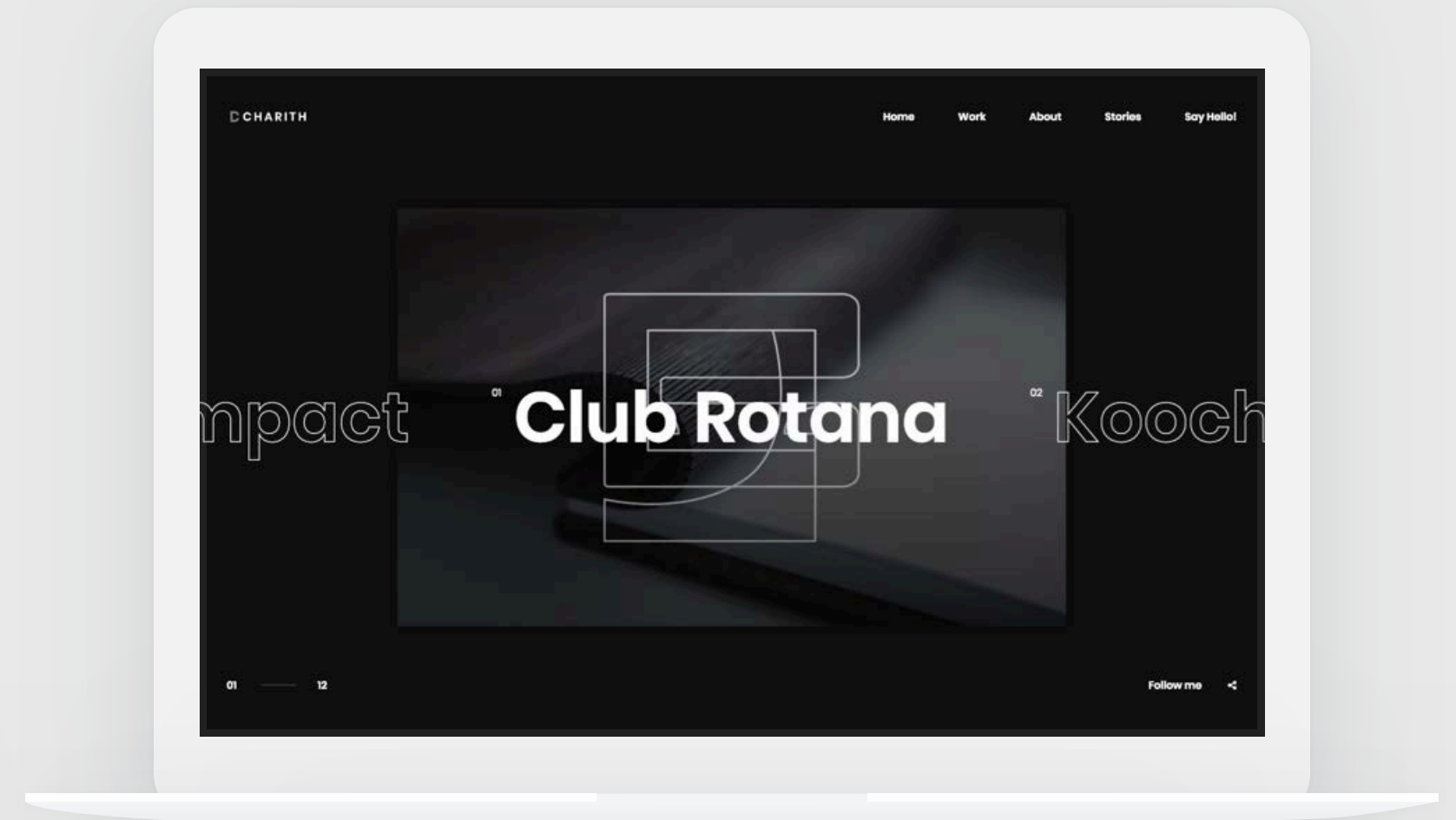




# Portfolios



**Bē** [www.be.net/charith](http://www.be.net/charith)



 [www.charithdesign.com](http://www.charithdesign.com)





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Say Hello!

**I'm always on the lookout for a good story, so if you think you have one—or just want to say hello—drop me a line and let's talk about business.**

email – [hello@charithdesign.com](mailto:hello@charithdesign.com)

skype – charithco

[www.dribbble.com/charith](http://www.dribbble.com/charith)

[www.instagram.com/charithdesign](http://www.instagram.com/charithdesign)

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