

USHAN DE SILVA

Senior Graphic Designer & Mobile UI/UX Specialist
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Portfolio: [behance.net/gallery/249107049/NutriSmart-UIUX-Case-Study](https://www.behance.net/gallery/249107049/NutriSmart-UIUX-Case-Study)

PROFESSIONAL SUMMARY

Google Certified UI/UX Specialist and Senior Graphic Designer with over a decade of experience in branding, visual identity design, and mobile application UI/UX design. Founder of Beowax Design with extensive experience delivering user-centered digital products, premium brand systems, and high-impact marketing assets for international clients. Proven ability to combine creative design thinking with business objectives to create engaging and scalable user experiences.

CORE COMPETENCIES

User Research, User Personas, Empathy Mapping, Wireframing, Interactive Prototyping, Usability Testing, Mobile App Design, Brand Identity Design, Logo Design, Packaging Design, Typography, Vector Illustration, Digital Marketing Design, Visual Storytelling.

SOFTWARE & TOOLS

Figma, Adobe Illustrator, Adobe Photoshop, Adobe InDesign.

PROFESSIONAL ACHIEVEMENTS

- Designed 500+ logos and brand identities for local and international clients.
- Successfully completed 1,000+ graphic design projects across multiple industries.
- Delivered branding and UI/UX solutions for clients in wellness, healthcare, automotive, lifestyle, and retail sectors.

PROFESSIONAL EXPERIENCE

Beowax Design | Colombo, Sri Lanka

Senior Graphic & Mobile UI/UX Designer (Freelance) | 01/2015 – Present

- Led the complete UI/UX design process for the NutriSmart Mobile App, including research, personas, wireframes, and interactive prototypes.
- Developed premium branding systems, packaging designs, and marketing materials for international clients.
- Provided strategic visual direction focused on mobile-first experiences and scalable brand assets.

Rajan Wellness | Canada (Remote)

Graphic Designer | 01/2022 – 12/2024

- Created branding and digital marketing assets for healthcare and wellness products.
- Collaborated with marketing teams to improve brand visibility and campaign performance.

Perera Plantmate Fertilizer (Pvt) Ltd | Sri Lanka

Graphic Designer | 08/2023 – 12/2024

- Designed product packaging and social media campaigns that increased engagement by 40%.
- Maintained visual consistency across packaging, marketing, and digital platforms.

EDUCATION & CERTIFICATIONS

Google UX Design Professional Certificate | 2026

Credential ID: 9Q989AZIKAR2

Advanced User Research, Wireframing, Empathy Mapping, and Mobile App Prototyping.

Diploma of Education (Arts) | 2015 – 2016

ESOFT Metro Campus, Sri Lanka

