



# VISHAN RACHITHRA BATEPOLA

A creative professional with 16 years in the ad industry specializing in ideation, planning, implementation and digital evolution. An efficient, flexible team leader with the ability to collaborate with people of various ages and cultures. Through proven analytical skills and creative + social insights, has created result oriented advertising campaigns for a wide range of products and clients.

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Sri Lanka



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vishanb@gmail.com



15.08.1987



Married



Sri Lankan



## AWARDS

### GOLD

Effie awards - 2017 Sri Lanka  
David vs. Goliath

## LANGUAGES

Sinhala - Fluent  
English - Fluent  
Tamil - Reading

## EXPERIENCE

### Emagewise (PVT) Ltd

#### Creative Director (Since 2023)

Leading and guiding the creative process, ensuring that designs and concepts align with the clients' objectives and brand identity while maintaining a portfolio 130+ listed companies.

Brands: Chevron, Lion Brewery, Aitken Spence, Ceylon Tobacco, Hayleys, Hemas, John Keels, Royal Ceramics, Sampath Bank, HNB

### zMessenger (PVT) Ltd

#### Creative Director (2018-2023)

Managing a 20+ cretive team consisting of Creative Writers, Graphic and Motion Designers, Content Writers and Digital Stratergists, while developing a portfolio 30+ full time clients.

Brands: Samsung, Allianz, Coca-Cola, Scale My Clinic, TATA Motors, Mercedes-Benz, Elephant House Ice Cream, Havelock City

### Trumps Solutions (PVT) Ltd

#### Associate Creative Director (2014-2018)

Responsible for leading conceptual development and ideation process, translation of marketing strategies into creative integrated solutions, creative team management and mentorship, client relations and quality assurance across all creative deliverables.

Brands: Singer, AMW, ANC, Bours, Bellagio, Watawala Tea

### Morpho Design Studio (Pvt) Ltd

#### Art Director (2013 - 2014)

Combine art and technology to communicate ideas through visuals and develop layouts to communicate through omni channels. Conceptualize campaigns and maintain project standards and targets. Understanding of the latest trends and their role within a commercial environment.

Brands: Colombo Jewellery Stores, Leather Collection, Regalo Teas

### The 7th Frontier (Pvt) Ltd

#### Art Director (2012 - 2013)

Developing concepts, graphics and layouts for product illustrations, company logos, and websites. Reviewing final layouts and suggesting improvements if required, liaising with the creative team in brand planning and ideation to ensure deadlines are met.

#### Senior Graphic Designer (2010 - Jun 2012)

Develop and design visual ideas, design product illustrations & logos, collaborate with writers for idea generation, participate in team presentations and incorporate changes recommended by clients into the final design and review designs for errors before printing or publishing them.

#### Graphic Designer (2007 - Jul 2010)

Prepared final layout by marking and pasting up finished copy and art.

Brands: HNB, United Motors, ACBT, Softlogic group, LB Finance

## EDUCATION

Diploma in Graphic Designing (2006)

Digital Base Interactive Technologies

Colombo, Sri Lanka

A/L (2006), O/L (2004) at St. Anthony's College, Kandy, Sri Lanka

## EXPERTISE

Adobe Illustrator & Photoshop  
Concept Development  
Art Direction  
Branding & Identity

Graphic Design  
Digital Marketing  
Marketing Strategy  
Leading Teams

## REFEREES

Available on request