

# MALIKA JINADASA

## VISUAL COMMUNICATION DESIGNER

Hi! I am Malika, a multidisciplinary artist seeking to shift design from elusive to applicable and integrated into daily life.

I am fascinated with architectural lines, ancient patterns, and modern design theories - all the things that make something unique. It was all these elements that formed my passion for design. With inspiration and commitment to experimentation - paint on canvas, sketching new patterns, documentary photography, or playing the guitar. My process is not always conventional or expected.

I am constantly seeking ways to retell aesthetic elements of history into new and dynamic forms infused into everyday life through my design work and, hopefully, will influence my gallery exhibition one day.

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

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## EDUCATION

First Class Honours  
BA (Hons) Graphic Design  
University of Northumbria,  
Academy of Design Colombo.  
2015 - 2017

Cannes Lions International  
Festival of Creativity,  
Student representative,  
Sri Lanka 2016

Certificate in advertising and  
graphic designing, National Institute  
of Business Management  
2014

Wesley College Colombo  
Batch of 2013

## EMPLOYMENT HISTORY

**TBWA, MALAYSIA**  
Senior Art Director (Remote)  
2023- Present

**TAPE, NEW YORK**  
Creative Designer(Contract)  
December 2022 - May 2023

**TBWA, SRI LANKA**  
Art Director  
2021- 2023

**Brands Handled:** standard chartered bank, Commercial Bank of Ceylon,  
Prima Kottu mee, Hayleys, Maliban

**MOMENTUS, COLOMBO**  
Art Director  
2020

**Brands Handled:** Sri Lanka Cricket, People's Bank Sri Lanka,  
People's Leasing & Finance PLC

## EMPLOYMENT HISTORY

### LEO BURNETT, SRI LANKA

Junior Art Director  
August 2019

**Brands Handled:** Commercial Bank of ceylon, Nestle, Sri Lankan Airline, Coca Cola, McDonald's, Sri Lanka Telecom Mobitel

### MOONIAK

Freelance Graphic Designer  
March 2019 - July 2019

### FOOD STUDIO, SRI LANKA

Junior Art Director  
November 2017 - February 2019

*Handling the task of developing identity design and providing creative solutions to assist food and beverage brands*

### LEO BURNETT, SRI LANKA

Intern For Creative department

## TEACHING

### NATIONAL INNOVATION CENTRE - SCHOOL OF DESIGN

Visiting Lecturer for BA (Hons) Professional Design (Visual Communication)  
as a Module Tutor for Graphic Design  
2021 October - Present

National innovation centre is partner institution of limkokwing university, Malaysia that provided Degree and Advance diploma programmes in Sri Lanka.

### THE NATIONAL INSTITUTE OF BUSINESS MANAGEMENT (NIBM)

Visiting Lecturer for Advanced Diploma in Advertising and Multimedia  
as the Module Tutor for Design theories  
2019 December - Present

NIBM has been functioning for 53 years having established in 1968 under the purview of the Ministry of Industries and Scientific Affairs in collaboration with the United Nations Development Program as an agency for the implementation of the programs of the ILO.

## TECHNICAL SKILLS



## APPEARED

Sundaytimes | Lankan graphic design talent represented in france

Daily FT | 9 young Sri Lankans to compete alongside best global marcom professionals at Cannes