

DILSHIKA KULASEKARA

ART DIRECTOR & DIGITAL DESIGNER

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Los Angeles, CA

ABOUT

Creative and strategic Art Director with 8 years of cross-disciplinary experience, transitioning from interior to digital design. Skilled in blending spatial awareness and artistic intuition with digital tools to craft compelling visual narratives across web, mobile, and branding platforms. Known for leading creative teams, translating complex ideas into clear visual systems, and delivering efficient, user-focused visual solutions that drive results.

SKILLS

- Visual Design
- Illustration
- Brand Strategy & Design
- Digital Marketing
- UI/UX Design
- Prototyping
- Wireframes
- Storyboarding
- Responsive Design
- Dynamic Creative (DCO)
- Design Systems
- Art Direction
- Creative Strategy
- Creative Ideation
- Project Management

TOOLS

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Figma
- XD
- Revit
- AutoCAD
- Bluebeam
- Google Workspace
- Microsoft 365

EXPERIENCE

Art Director

Incubeta | New York, NY | March 2025 - Present

- Promoted within the company to lead creative strategy and execution for digital, social, and paid media campaigns to drive brand storytelling, engagement, and campaign effectiveness across digital platforms.
- Acts as a resource for current and past creative efforts, leading colleagues through the ideation and execution phases.
- Oversees a team of designers, copywriters, and animators to foster collaboration, provide feedback, and nurture creative growth.
- Works cross-functionally with regional and global copywriters, developers, project managers, and client services teams to deliver cohesive and impactful campaigns.
- Manages a 5-year ongoing partnership with Credit Karma, delivering 20 monthly campaigns that include assets for emails, in-product elements, paid social, and video generating over \$1.7M in company revenue.
- Maintains strong relationships with recurring clients like Smile Generation, SoFi, and CarParts to ensure consistency in creative output for evolving campaign strategies based on performance and feedback.

Digital Designer

Incubeta | New York, NY | March 2022 - March 2025

- Led end-to-end design for digital campaigns (display, social, email, video, landing pages) for top brands including Rover, Rocket Mortgage, Unilever, Rakuten, and Credit Karma.
- Collaborated cross-functionally with creative directors, copywriters, animators, and developers to deliver on marketing strategies across platforms.
- Managed client relationships from kickoff to presentation, ensuring timely delivery and creative alignment with brand goals.
- Oversaw multiple projects daily, balancing priorities and workflow with efficiency and precision.
- Served as Lead Designer for MicroPerfumes, contributing to campaigns that drove an 89% revenue increase via Meta platforms—featured in Meta's success stories.
- Creative lead for Smile Generation's national campaign, which won the 2024 Silver Drum Award for Healthcare & Pharma (Media).

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TOOLS

- Monday.com
- Basecamp
- Harvest
- Slack
- Trello
- Working Knowledge:
- Dimension
- Blender
- Aero

HOBBIES

- Hiking
- Exploring National Parks
- Cooking
- Reading
- Painting Vans

EXPERIENCE

Interiors Project Manager

Vanyan Studio | Shadow Hills, CA | January 2018 - May 2021

- Led interior design projects from concept through construction for clients including Kaiser Permanente and LA County Library.
- Developed and designed finish and furniture floor plans, Furniture, Fixtures, and Equipment specifications, finish schedules, and presentation materials for client and stakeholder approvals.
- Executed project timelines, budgets, and resources, ensuring alignment with client expectations and contract requirements.
- Coordinated with architects, project managers, and vendors to resolve design and construction challenges and maintain design intent.
- Presented design concepts to clients for approval and coordinated directly with vendors on quotes, deliveries, and installations.

Interior Design Intern

Neiman Studio | San Marino, CA | January 2017 - May 2017

EDUCATION

California State University, Northridge

Bachelor of Science - Interior Design

Summa Cum Laude, 3.9 GPA

CERTIFICATIONS

- Google Ads Creative Certification
- Coursera Google UX Design Professional Certificate
- Coursera California Institute of the Arts - UI/UX Design Specialization
- Coursera California Institute of the Arts - Graphic Design Specialization
- California Council for Interior Design Certification CCIDC, INC. (2018 - 2020) Credential ID 7185

AWARDS

- Silver Drum Awards for 2024 Media: Healthcare and Pharma
- Outstanding Graduating Senior, Family & Consumer Sciences (May 2018) Interior Design