









# Primeshika Fernando

## UX/UI Designer with Front-end Development Skills

Everyone calls me Prim and I'm passionate about UX/UI Design and Front-end Development which makes me a perfect bridge between the teams. I was asked on different occasions what I bring to the table, here's the main reason: I was born, raised, and then lived in different cultures. Empathizing, adapting, and being flexible in multi-cultured situations are my strong suits.

### > Information

-  Date of Birth: 08 October 1990
-  Nationality: Sri Lankan/Italian
-  Phone: +39 3334444757
-  Location: Turin, Italy  
Open to relocation
-  E-mail: fprimeshika@gmail.com
-  Website: primeshikafernando.com

### > Social



### > Skills

Design ['Figma', 'Adobe XD', 'Adobe InDesign', 'Adobe Illustrator', 'Adobe Photoshop', 'Adobe Premier Pro', 'Adobe After Effects', 'Canva', 'Reaper'];

Programming ['HTML', 'CSS', 'Bootstrap', 'JavaScript', 'PHP'];

CMS ['WordPress', 'Drupal', 'Joomla', 'October CMS', 'PrestaShop', 'Divi Builder', 'WP Bakery', 'Elementor'];

Languages ['Sinhala - Native', 'English (C1)', 'Italian (fluent)'];

### > EXPERIENCE

- 2018 - present **TeamUp.lk, Colombo, Sri Lanka**  
**FRONT-END DEVELOPER & SOCIAL MEDIA MANAGER**  
Started with the front-end development tasks. Throughout the years was able to gain skills as a back-end development as well. Along with these tasks, recently took upon the tasks to study the social media trends and communication strategies.  
Tools&Tech ['HTML', 'CSS', 'Bootstrap', 'JS', 'PHP', 'Laravel', 'October CMS', 'React', 'WordPress', 'Figma', 'Canva', 'Adobe Illustrator', 'Adobe Photoshop', 'Meta Business Suite'];
- 2021 **Libre, Turin, Italy**  
**WEB DESIGNER & UX/UI DESIGNER**  
Design and development of WordPress based website and analyze user flows and creation of wireframes.  
Tools&Tech ['WordPress', 'WP Bakery', 'Figma', 'HTML', 'CSS', 'Bootstrap', 'JS', 'Reaper'];
- 2018 **Web Designer for zainabfaizal.com**  
**WEB DESIGNER / FREELANCE**  
WordPress blog focused on food, events and lifestyle. Design and development of a customized theme. Temporarily offline.  
Tools&Tech ['WordPress', 'HTML', 'CSS', 'JS', 'PHP', 'Adobe Illustrator', 'Adobe Photoshop'];
- 2017 **BeautyBit Srl, Turin, Italy**  
**WEB CONTENT**  
Tasks consisted in assisting the team with daily task with content creation such as banners and graphic requirements and uploaded content to company portals. Assisted with the development of Joomla based sites.  
Tools&Tech ['PrestaShop', 'Magnews', 'Joomla', 'Adobe Illustrator', 'Adobe Photoshop', 'HTML', 'CSS'];
- 2016 **Dinamitek Srl, Cuneo, Italy**  
**WEB DEVELOPER**  
Tasks consisted in managing the company website, developing Drupal based site for inMente.it and managing the product details on the company website.  
Tools&Tech ['PrestaShop', 'Drupal', 'HTML', 'CSS', 'Bootstrap', 'ebay shop tools', 'Adobe Illustrator', 'Adobe Photoshop'];
- 2015 **Weblook International (Pvt) Ltd, Colombo, Sri Lanka**  
**WEB DEVELOPER / INTERN**  
Tasks consisted in assisting the team with on-going web development projects.  
Tools&Tech ['HTML', 'CSS', 'Bootstrap', 'PHP'];
- 2015 **SYN di Stefano Cannillo**  
**WEB DESIGNER / INTERN**  
Tasks consisted in developing with Drupal by creating custom themes.  
Tools&Tech ['Drupal', 'HTML', 'CSS', 'Bootstrap', 'PHP', 'JS', 'Adobe Illustrator'];

## > EDUCATION

- Oct 2019 - IAAD, Turin, Italy  
Jul 2022 BACHELOR'S DEGREE IN DIGITAL COMMUNICATION DESIGN
- Feb 2016 - IED, Turin, Italy  
Jun 2016 E-DITORIAL SOLUTIONS
- Nov 2014 - Fortechance, Turin, Italy  
May 2015 CORSO DI TECNICO GRAFICO MULTIMEDIA E WEB DESIGN  
WEB PAGE
- Sep 2009 - Politecnico di Torino, Turin, Italy  
Jun 2015 INGEGNERIA INFORMATICA

## > OTHER

- Feb 2022 IAAD DESIGN WORKSHOP 2022 with Diversity Lab
- Feb 2022 Certificate in Advanced English (CAE)
- Nov 2021 Hackaton Sviluppo Prodotto Sargomma, Turin Italy
- Sep 2014 - Società Fotografica Subaplina, Turin Italy  
Jun 2015 CORSO BASE E AVANZATO DI FOTOGRAFIA
- Premio: Miglior Autore - Corso Fotografia 2014 - 2015
- Nov 2008 European Computer Driving Licence (ECDL)
- Jun 2007 First Certificate in English (FCE)