

ANJULA SATHISH

Art Director | Digital Illustrator | AI Visual Specialist | Creative Storytelling Expert

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EXPERIENCE

Freelancer

Global

2015 - Present Global

- Increased engagement by {15%} by designing optimized social media visuals and campaign assets for {5} platforms.
- Deliver illustration and character design for International clients.
- Create dynamic motion visuals by transforming storyboards and concepts into videos using AI tools.
- AI-generated concept visuals for book covers, children's books, comics, advertising campaigns and packaging.
- Specialized in hybrid workflows: AI generation + hand-drawn refinement.

Senior Art Director | Illustrator

Tonic (pvt) LTD

2024 - 2025 Colombo, Sri Lanka

- Amplified sales by {20%} by spearheading AI-enhanced marketing campaigns across {5} sectors.
- Integrated Midjourney and Photoshop AI to accelerate creative exploration.
- Developed concept art and visual directions for national-level brand rollouts.
- Draw detailed storyboards to visualize campaign narratives and guide production teams.
- Established dynamic motion visuals by transforming storyboards and concepts into videos using AI tools.

Creative Art Director | Illustrator

Triad (pvt) LTD

2021 - 2024 Colombo, Sri Lanka

- Led 360° campaigns from ideation to execution across digital and traditional media.
- Managed teams and collaborated with strategy, copy, and media teams.
- Implemented AI tools for rapid visualization and revision cycles.
- Initiated detailed storyboards to visualize campaign narratives and guide production teams.

Junior Art Director | Illustrator

Sera Idea (pvt) LTD

2020 - 2021 Colombo, Sri Lanka

- Escalated campaign efficiency by {15%} by creating storyboards to visualize narratives and guide production teams.
- Delivered key visuals, illustrations, and layouts adhering to global brand standards.

Junior Art Director | Illustrator

Publicis Groupe

2018 - 2019 Colombo, Sri Lanka

- Heightened narrative clarity by {\$1 mln.} in production quality through creating detailed storyboards to guide teams.
- Delivered key visuals, illustrations, and layouts adhering to global brand standards.

HIGHER EDUCATION

Bachelor of Visual Arts

University of the Visual and Performing Arts

01/2020 - 12/2020 Colombo 07, Sri Lanka

- Bachelor of Visual Arts (Special) – Visual Communication Design
- University of the Visual and Performing Arts, Colombo 07, Sri Lanka
- Graduated: 2020

SUMMARY

Art Director | Digital Illustrator | AI Visual Specialist
Creative Art Director and Digital Illustrator with over a decade of experience delivering powerful visual storytelling for local and international clients. Recently expanded expertise into AI-assisted image generation and creative direction using tools like Midjourney and Photoshop AI. Combines hands-on illustration talent with cutting-edge AI workflows to accelerate creative processes, enhance ideation, and bring bold, future-forward visual content to life. Proven ability to lead teams, manage projects, and deliver engaging brand experiences across digital, print, and emerging formats.

SOFTWARE SKILLS



Adobe Creative Suite

Photoshop | Illustrator | InDesign | Premier | After effects | Lightroom



Digital Illustration Tools

Procreate | Clip Studio Paint | Krita



AI Tools

Midjourney | Sora | Stable Diffusion | Kling | Meta AI | Flow | Leonardo | ChatGPT | Runway | Gemini | Google Veo

TRAINING / COURSES

Completed Course Of Fine Art

Sandapathi Art Foundation

LANGUAGES

English Native ●●●●●

Sinhala Native ●●●●●

COLLEGE

G.C.E. Advanced Level

2001 - 2014

- (A-Level) Examination
- Thurstan College, Colombo 07, Sri Lanka
- Year of Completion: 2014