

SACHINI WEERAKOON

Packaging & Creative Graphic Designer

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Location: Colombo, Sri Lanka

PROFESSIONAL SUMMARY

Dynamic and detail-oriented Creative Graphic Designer with specialized expertise in high-end export tea packaging, 3D visualization, print production, and visual branding. Proven track record across full-cycle product development—from initial client consultation and concept generation to prepress preparation, color management, and final production. Highly experienced in direct client communications for international private label brands, cross-functional collaboration with Quality Assurance (QA) and marketing teams, and technical coordination with premier commercial printing houses. Hands-on operational knowledge of digital production printing machinery ensures seamless translation of complex digital designs into physical products. Incorporates modern AI-driven workflows to accelerate creative ideation, rapid concept generation, and digital content creation.

CORE COMPETENCIES & EXPERTISE

Domain	Key Capabilities & Technical Proficiency
Packaging & Structural Design	Premium Tea Packaging, Divider Gift Boxes, Zipper Bags, Canisters, Cloth Bags, Foil Stamping, Spot UV, Pantone Matching.
Print Production & Pre-Press	Pre-press Workflows, Color Separation, Digital Press Operation (Konica Minolta), Substrate & Material Selection, Print Specifications

Domain	Key Capabilities & Technical Proficiency
Client & Project Management	Private Label Consulting, Direct Client Communication, Requirement Gathering, QA & Marketing Sync, Trade Show Booth Design
Software & Technical Tools	Adobe Illustrator, Adobe Photoshop, Adobe InDesign, CorelDRAW, Blender (3D Visualization), MS Office

WORK EXPERIENCE

Junior Graphic Designer

Venture Tea (Pvt) Ltd | 2024 – Present

- Lead full-cycle packaging design for high-quality, premium Ceylon tea exports, specializing in custom private label solutions for international markets.
- Direct client communication and active participation in design strategy meetings to capture client brand visions and translate them into market-ready packaging assets.
- Collaborate closely with internal Quality Assurance (QA) teams, marketing specialists, and product development managers to ensure structural accuracy, regulatory compliance, and visual excellence.
- Manage end-to-end print preparation and color separation, liaising directly with major printing partners (e.g., Flexi Print, Intermart, Print Care).
- Define technical printing specifications including special Pantone spot colors, gold foiling, embossing, and spot UV finishes across diverse packaging substrates (MDF, tin canisters, flexible packaging, paperboard).
- Integrated generative AI tools to streamline rapid concept visualization, ideation, and social media content generation, ensuring agile and innovative campaign rollouts.

Assistant Graphic Designer

Basilur Tea Exports (Pvt) Ltd | 2023 – 2024

- Conceptualized and designed luxury tea packaging, structural gift boxes, and seasonal promotional artwork for global export markets.
- Produced high-fidelity 3D renderings and spatial visualizations for modular exhibition booths (e.g., Natural & Organic Expo, London), retail displays, and commercial signage.

- Developed branded marketing collateral, email campaigns, and custom signage tailored to indoor and outdoor specifications.
- Handled client communications and alignment across design approvals and production schedules.

Graphic Designer & Production Specialist

Mega Print Solutions | 2022 – 2023

- Gained extensive hands-on experience in pre-press file setup, color calibration, and operating high-capacity Konica Minolta digital printing presses.
 - Managed end-to-end short-run and large-format print jobs, performing quality control checks on color accuracy, alignment, and finishing.
 - Communicated directly with walk-in and corporate clients to assess print requirements, offer material recommendations, and deliver tailored visual design solutions.
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PROFESSIONAL EDUCATION & CERTIFICATIONS

Graphic Design Certificate Course

Sri Lanka Institute of Printing (SLIOP) | 2020

- **Comprehensive Curriculum Included:**
 - Computer Hardware & Software Infrastructure for the Graphics Industry
 - Advanced Vector Graphics Creation & Formatting in **Adobe Illustrator**
 - Page Layout & Desktop Publishing in **Adobe InDesign**
 - Raster Image Manipulation, Retouching, Masking, & Image Composition in **Adobe Photoshop**
 - 2D to 3D Workflows, Channels, Paths, & Vector Shapes in Photoshop
 - Color Theory, Color Management, Color Modes, Blending Modes, & Adjustments
 - High-Resolution Scanning Technology, Pre-Press Prep, Color Separations, & Special Color Outputting

Computer Application Assistant (MS Office)

Sri Lanka Institute of Printing (SLIOP) | 2019

Diploma in English Language

British Way English Academy, Kiribathgoda | 2018

Secondary Education

Sri Dharmaloka Central College, Kelaniya

- Passed G.C.E. Advanced Level (A/L) and Ordinary Level (O/L) examinations.
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KEY PORTFOLIO HIGHLIGHTS

- **Modular Exhibition Booth Design (London Expo):** Designed a quick-assembly, eco-friendly exhibition booth using thin MDF panels, aluminum structuring, and custom vinyl stickers for Tipson Tea.
- **Luxury Spice & Tea Divider Gift Boxes:** Designed premium packaging with Pantone, gold foil accents, and spot UV finishes.
- **Flexible Gloss Packaging (Arabic Market):** Created 300g and 500g zipper door-seal glossy tea bags balancing cultural aesthetics with modern geometry.
- **Ecological Paper Canisters & Cloth Bags:** Developed artisanal packaging concepts highlighting tactile textures and natural brand storytelling.