

# JAY

## A SRI LANKAN ART DIRECTOR ON AN ADVENTURE.

I'm Jay -short for Janath Gamage. I'm a die-hard Bayern Munich fan (Mia San Mia!), glad to have been alive when we won the holy treble both times. Basketball was the first love of my life, then came my wife. I'm always waiting for the next Final Fantasy game and I like to believe that my jokes are ahead of their time. I prefer a shot over a pint. Music is life. So is Sushi.

## EXPERIENCE

2010 - **Holmes Pollard & Stott | Sri Lanka** - Intern / Junior Copywriter - BMW, Hyundai - 1.1 years

2011 - **Brands Alley | Sri Lanka** - Junior Copywriter - Dialog Axiata (Telco) - 5 months

2015 - **Leo Burnett | Sri Lanka** - Junior Art Director/ Art Director - Sri Lankan Airlines, McDonalds, Taco Bell, Nestle brands (Maggi, Nescafe, Nangrow), Mobitel (Telco), Petal Paint, Mount Lavinia Hotel, Alliance Francaise, Petal Paint - 4 years

2019 - **Leo Burnett/Publicis | Singapore** - Art Director - SK-II, Olay, Heineken, The Macallan - Present



## AWARDS

D&AD Impact 2018 - Wood Pencil

Epica Awards 2020 (Sri Lanka) - The Grandprix | 3x Gold | 1x Silver | 1x Bronze

Art Director's Club Global Awards 2019 - 1x Silver | 1x Bronze | 3x Merit

Adfest 2019 - 2x Gold (Innova Lotus & Lotus Roots) | 2x Bronze

Cannes Lions 2019 - Shortlisted for PR

D&AD 2019 - Shortlisted for Product Design Category

Tambuli Asia-Pacific Awards 2019 - 6x Bronze

Communication Arts - 1x Advertising Photography

Epica Awards 2018 - 1x Silver | 1x Bronze

Ad Stars - 1x Bronze | 2x Crystal

Strategy Marketing Awards 2019 - 2x Gold

The Work by Campaign Brief Asia - 5x Features

Leo Burnett Worldwide Awards 2018 - White Pencil (HumanKind Award)

Leo Burnett Global Product Committee - 2x 8 Balls & a 7+ Rating (Paris & Shanghai)

Clio Awards - 2x Shortlists

Gerety Awards 2019 - 7x Shortlists

Effies Sri Lanka - 2x Bronze (Taco Bell)



## RECOGNITION

-Campaign Brief Asia's No.1 Ranking Creative in Sri Lanka

-First ever Sri Lankan invited by Global Chairman to sit at the Leo Burnett Global Product Committee

-First ever Sri Lankan to win a D&AD Impact Pencil

-Branding In Asia's One Under 30 - Young Creative Spotlight

-First Sri Lankan inducted into the One Club for Creativity

-Invited to guest lecture for the design faculty of Swinburne University of Technology (Malaysia)

-Invited to guest lecture the final year Graphic Design students of Academy of Design (Sri Lanka)

-Sri Lanka's first ever campaign to be featured on 'World's Best Creative/Pioneering Campaigns' by Contagious

-First Sri Lankan campaign featured on Fast Company

-AdAge Creativity Pick

-Featured on Adforum & Ads of The World

-Campaign featured on AdAge: Top 5 Breakthrough Creative Ideas We're Excited About

-Contagious Campaign of the Week

-Judy John knows I exist. (Update: We friends now. We exchanged dm's on instagram)

## REFERENCES

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