



## 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 - 2 Years
- 2022 - **Leo Burnett | Singapore** - Senior Art Director - McDonald's, Beam Suntory, Tiger Beer - 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)
- Young Glory - Silver



### 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 (New York Chapter)
- 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

### REFERENCES

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