

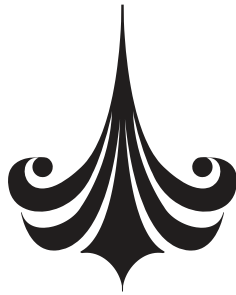


KOSHILA PERERA



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PORTFOLIO



CAMPINA FELIZ

IDENTITY DESIGN

CAMPINA FELIZ

Designed the logo and identity for a Colombian hotel, Campina Feliz, a sophisticated, simple and elegant logo and identity was desired. The logo had to be based on the Trumpet Flower were many of these flowers surrounded the actual hotel.





COPYWRITING & DESIGN

HERENOW APP

University project: Conceptualised a fictional app called HereNow, that uses location, Facebook friendships and messages to determine the best times to catch up with friends you haven't spoken to in a while. Art direction, drawings and copywriting was done for this.



<https://vimeo.com/112033301>



Be 2 places at once.
Be nest-assured.



nest.

COPYWRITING & DESIGN

NEST

360 campaign for the company Nest to help launch their products, a smoke detector, dropcam and thermostat to young recently married middle to upper class couples.

Your only worry: shaken not stirred.

Your new puppy tends to enjoy chewing on things. Furniture, pillows, shoes... the works. Luckily, Dropcam allows you to check in on the little rascal to make sure he isn't getting into all sorts of trouble. So have another drink, or two. #NestAssured



nest

Your only worry: sun or shade?

You can be basking in the 90 degree sun and set your Nest Thermostat to a refreshing 65 degrees through your phone. That way, your home is ready to cool you off by the time you drive home. #NestAssured



nest



COPYWRITING & DESIGN

QUITLINE

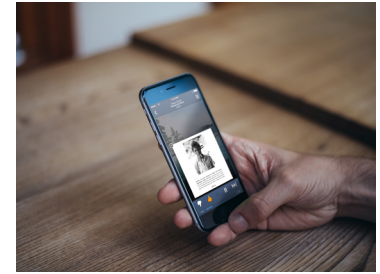
360 campaign for the company Quitline to help encourage young smokers quit through the medium of copy unlike most campaigns that overuse graphic images. The concept of this campaign was to remind young people that lung cancer is not hereditary.



LOOK, I'M NOT GOING TO TELL YOU WHAT SMOKING DOES TO YOU. YOU KNOW AND YOU'RE SURE AS HELL DON'T CARE ENOUGH TO QUIT RIGHT NOW. I GET IT. IT TAKES A LOT OF EFFORT AND TIME YOU JUST DON'T HAVE THE MOTIVATION RIGHT NOW. MAYBE SOME DAY YOU'LL FIND IT. MAYBE IT'LL BE WHEN YOU FALL IN LOVE OR FIND YOUR DREAM JOB OR WHEN YOU HAVE KIDS, YOUR FATHER AND YOUR GRANDFATHER QUIT WHEN THEY HAD KIDS, THEY NEVER GOT CANCER, SO YOU NEVER WILL. YOU THINK TO YOURSELF I'LL JUST DO WHAT THEY DID, QUIT WHEN I HAVE A FAMILY. EVERYTHING WILL BE OKAY. YOU HAVE PLENTY OF TIME AND ALL THOSE PEOPLE SAYING YOU'LL NEVER QUIT WILL BE PROVEN WRONG. AND THAT'LL FEEL THE BEST. IS WHAT I TOLD MYSELF BEFORE I WAS DIAGNOSED WITH SMALL CELL LUNG CANCER.

Only 1.7% of lung cancers up to the age of 68 are hereditary.

Tomorrow will be too late. Start now. **Quitline. 13 7848**





COPYWRITING & DESIGN

WE ARE SOCIAL

Examples of social media content and design created for Curash Babycare, Nivea and Batiste social media channels including product promotion. Many of these posts below received over 800 likes and strong community engagement. This was done at an internship at We Are Social.





WEB DESIGN, COPY & GRAPHIC DESIGN

ORANGE IS THE NEW BLACK

360 campaign for TV show Orange is the New Black, where I promoted the show through its diversity and unique characters and cast members who play them as they are unlike the stereotypical Hollywood 2 dimensional women normally casted.



Taryn Manning

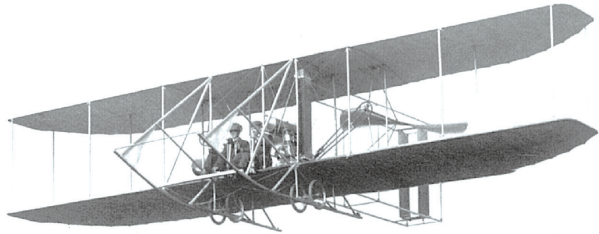
Despite Pennsylvania being a meth addict, anti-gay and violent in nature, its surprising to know that the actress behind her is quite the opposite, Taryn Manning. She has numerous gay best friends. She is also a successful singer-songwriter, forming the band Boomkat, whose songs have been featured in films like 8 Mile (which she also acted in), Mean Girls & The Italian Job. She is also a successful fashion designer founding Born Unicorn and won The Film Fashion Visionary Award in 2009.

"I have about five gay best friends... most... are gay men... I'm nothing like my character on OITNB."

Home, Mail, Share, Like, Comment, Retweet, Heart icons

"Don't be talkin' about tampons when I'm plotting revenge."

www.educ.dab.uts.edu.au/Web-Media/11708474/OITNB.html



COPY & GRAPHIC DESIGN

KICKSTARTER

360 campaign for Kickstarter where the brief was to appeal to suburban consumers, aged 20 to 40 years, who do not live in big cities through using inventors and famous Kickstarter projects that started from nothing as a way to encourage suburban people who take less risks.

Great things take **time**.



6 yrs



4 yrs

The greatest ideas don't spring about, they form slowly over time. At Kickstarter we give you feedback before you launch your project. Because there are no eureka moments, just the passion to make it happen, no matter who you are.

KICKSTARTER

Empowering creators everywhere.

No great idea happens **alone**.



5 friends



8 friends

For centuries, famous artists, inventors and musicians have created works through collaboration. At Kickstarter you can create projects with anyone. Because the best ideas happen in groups, so make it happen together.

KICKSTARTER

Empowering creators everywhere.