

CHARITRA JAIN

UI/UX Designer · Brand Strategist · Visual & Product Designer

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SUMMARY

Multidisciplinary **UI/UX Designer, Brand Strategist, and Product Designer** specializing in intuitive digital experiences, visual identity systems, and strategic marketing. Founder of **Gigfolio** (secured private ideation funding) with agency and freelance experience delivering end-to-end brand guidelines, UI/UX architecture, social campaigns, and AI-assisted product prototypes across luxury retail, wellness, and tech.

BRAND STRATEGY, UI/UX & MARKETING EXPERIENCE

Gigfolio — AI Freelancer Matching Platform & Brand System

Founder & Lead Designer | 2025

- Founded an AI-powered freelance marketplace concept designed to match available freelancers' skills and portfolios against client project needs; pitched and secured **private ideation funding**.
- Single-handedly designed the complete 22-slide brand identity system, dual-palette visual guidelines, logo geometry, and platform UI/UX in Figma.

Art India Jewels — Brand Identity, Product Photography & Retail System Design

Brand & Product Lead | 2024–2026

- Directed visual branding, high-resolution product catalog photography, and WhatsApp/social marketing campaigns for the luxury family jewellery house.
- Designed the UI/UX and workflows for an internal inventory, custom QR/PDF jewellery tag printing, and AI-powered luxury client concierge system.

Freelance Brand & Visual Designer (via OPPOSIO)

Bengaluru, India | 2024–2025

- Jubilee International Spa:** Led brand revitalization, vector logo reconstruction, luxury gold/maroon color palettes, physical print loyalty cards, and Instagram campaign collateral.
- Kaizen Workspace:** Designed Instagram posts, stories, and content strategy (including the flagship 1st Anniversary campaign).
- Un-P*orn Yourself:** Executed logo cleanup, brand refresh, and structured typography and visual identity guidelines.

Swiggy (SteppinOut) · Buzz Ent · Youth for Seva

UI/UX, Web & Social Media Internships | 2022–2024

- Swiggy — SteppinOut Campaign** (*Social Media Intern, Oct–Dec 2022*): Executed social media promotions, event marketing, and audience engagement for flagship live events.
- Buzz Ent** (*Web Designer & UI/UX Intern*): Designed responsive website layouts, user flows, and wireframes aligned with client brand aesthetics.
- Youth for Seva** (*Social Media Intern*): Created visual storytelling campaigns and digital assets to drive volunteer participation.

PRODUCT DESIGN CASE STUDIES & PROTOTYPES

Nothing OS Suite: Nothing Notes & Dot-Matrix Calculator

Product & UI Systems Designer | 2026

- Designed and prototyped a minimalist productivity suite embodying Nothing OS industrial design (NDOT 55 & Lettera Mono LL), featuring dot-matrix home screen widgets, PIN-locked private folder flows, and tactile micro-interactions ([Case Study](#)).

SILRA Wave One & FlowWise — Hardware & AI Product Design

Product & UI/UX Designer | 2026

- SILRA Wave One:** Designed the industrial wedge form factor, dual-screen UI system (2.8" angled display + 1.3" front status readout), interactive web simulator ([silra-guidelines.vercel.app](#)), and physical audio prototype for a retro-futuristic desk companion.
- FlowWise:** Co-designed an adaptive productivity and wellness web interface that aligns daily task scheduling with wearable biometric energy patterns.

LEADERSHIP, LIVE EVENTS & PARTNERSHIPS

- Live Concerts & Conferences (Freelance Operations):** Served as **Team Lead** for **India Blockchain Week (IBW) 2023** and major live concerts (**Anuv Jain, King, When Chai Met Toast**), and as an **Organizing Team Member** for **Comic Con Bangalore** and numerous other large-scale concerts and live events.
- Campus Events & Brand Partnerships (RV University):** **Vice President & Advisor** (*Fingroww*), **Event Head** (*Isekai Adventures*), and **Operations Head** (*Vibe Tribe*) — spearheaded end-to-end college event production, external brand partnerships, sponsorship negotiations, and high-pressure on-ground crisis resolution across multiple student-led initiatives.

EDUCATION & HONORS

- Bachelor of Commerce (Hons.)** — RV University, Bengaluru 2022 – 2026
- Pre-University Course (1st & 2nd PUC Commerce)** — Jain School of Sciences, Bengaluru 2020 – 2022
- High School (up to 10th Standard)** — Jain Heritage School, Bengaluru 2010 – 2020
- Honors & Certifications:** **National Top 20 Rank**, French Olympiad (*Concours Romain Rolland*); Coursera Certifications in *Advanced Everyday Excel*, *Basic Excel*, *Introduction to Sustainability*, *Strategy and Sustainability*, and *Business Sustainability in the Circular Economy*.

SKILLS, TOOLS & LANGUAGES

- Core Competencies:** UI/UX Design, Brand Identity & Guidelines, Visual Direction, Wireframing & Prototyping, Design Systems, Digital Marketing, Content Strategy, Public Relations (PR), Live Event Management, Prompt Engineering & AI-Assisted Prototyping.
- Design, Creative & Productivity Tools:** Figma, Framer, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Canva, Photopea, Notion, Mailchimp, Microsoft Excel, PowerPoint, Clipchamp, Product Photography (@capturingcultures).
- Spoken Languages:** English, Hindi, Kannada, Marwari (+ *French Olympiad National Top 20*).