

SkillFlex – Gig Marketplace App

UI/UX Project

Tool used: 



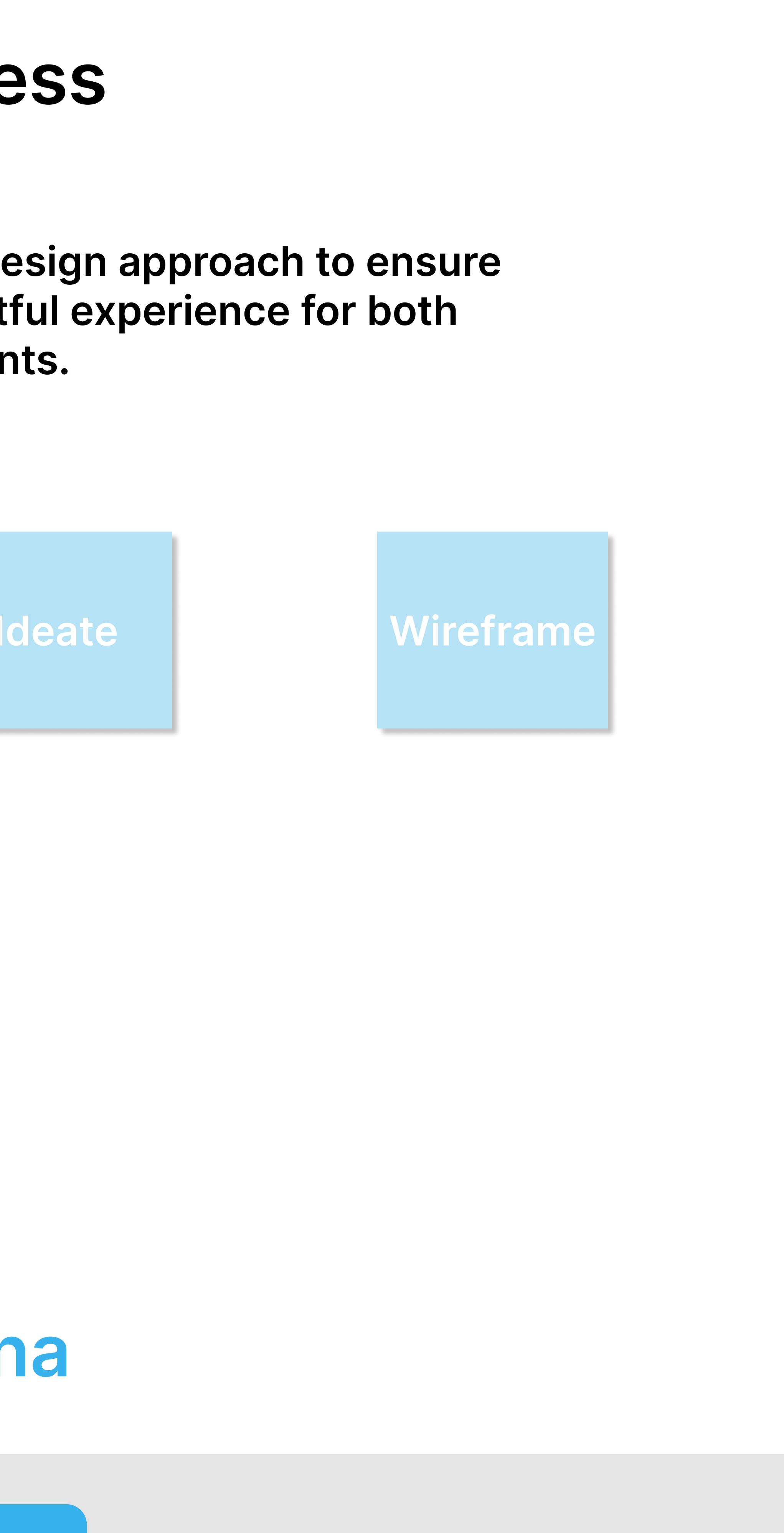
Project Overview

SkillFlex is a gig-based platform designed to connect freelancers with clients.

This project focuses on creating low-fidelity wireframes for three key screens:

- Home/Dashboard for browsing gigs
- Gig Detail and Application screen
- Post a Gig screen for clients

The goal is to deliver an intuitive, streamlined user experience that supports quick discovery, easy application, and simple gig posting.



Design Process

We followed a structured user-centered design approach to ensure SkillFlex delivers an intuitive and impactful experience for both freelancers and clients.

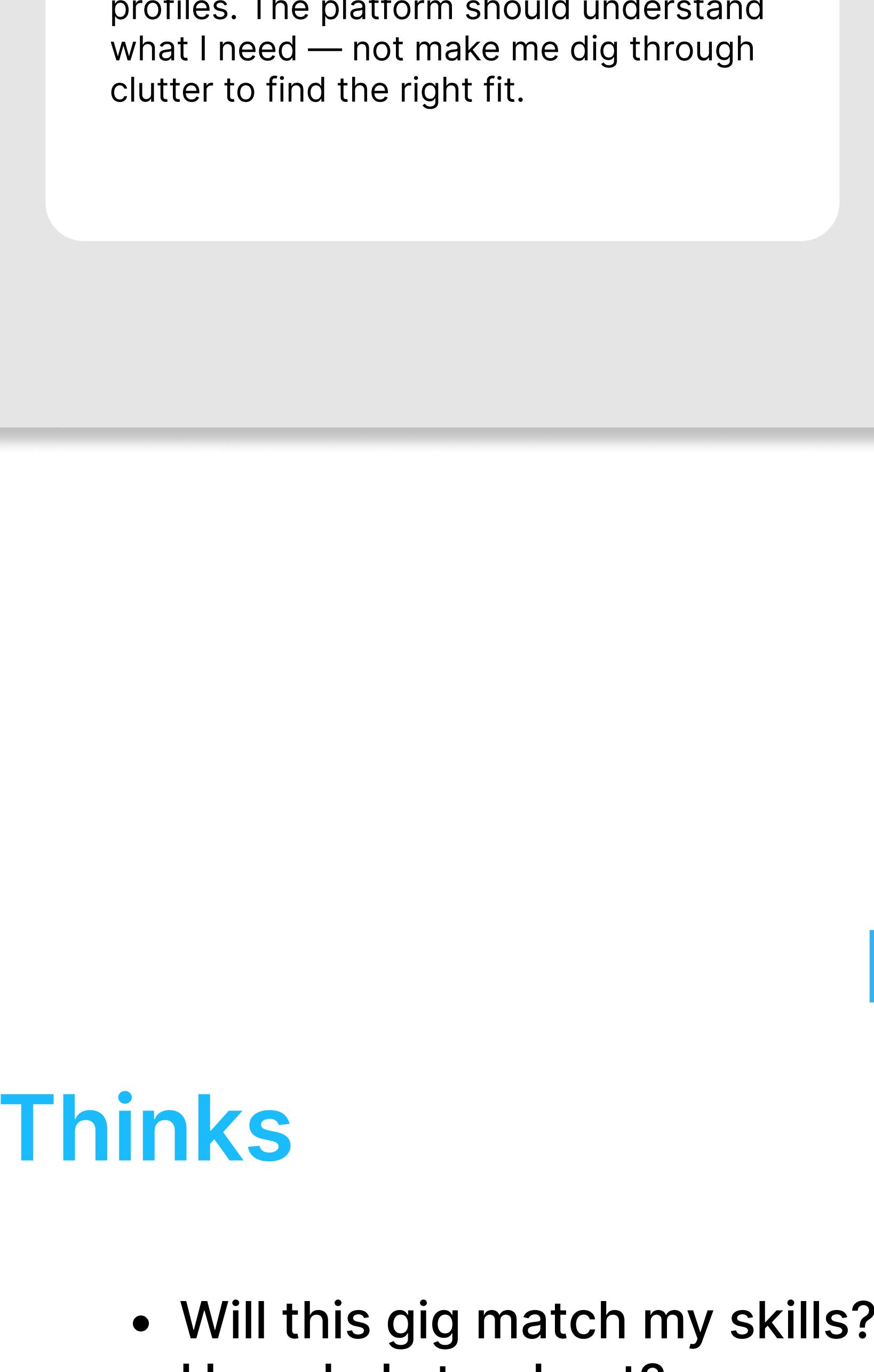
Empathize

Define

Ideate

Wireframe

User Persona



Rohan Sharma

I want to focus on designing — not figuring out how to apply for jobs. The whole process should feel seamless, not like I'm jumping through hoops just to be noticed.

Personal Information

Age: 24
Location: Lucknow, India
Occupation: Freelance Mobile UI Designer
Education: Diploma in Graphic & UI Design
Tech Proficiency: Intermediate
Devices: Android smartphone and mid-range laptop

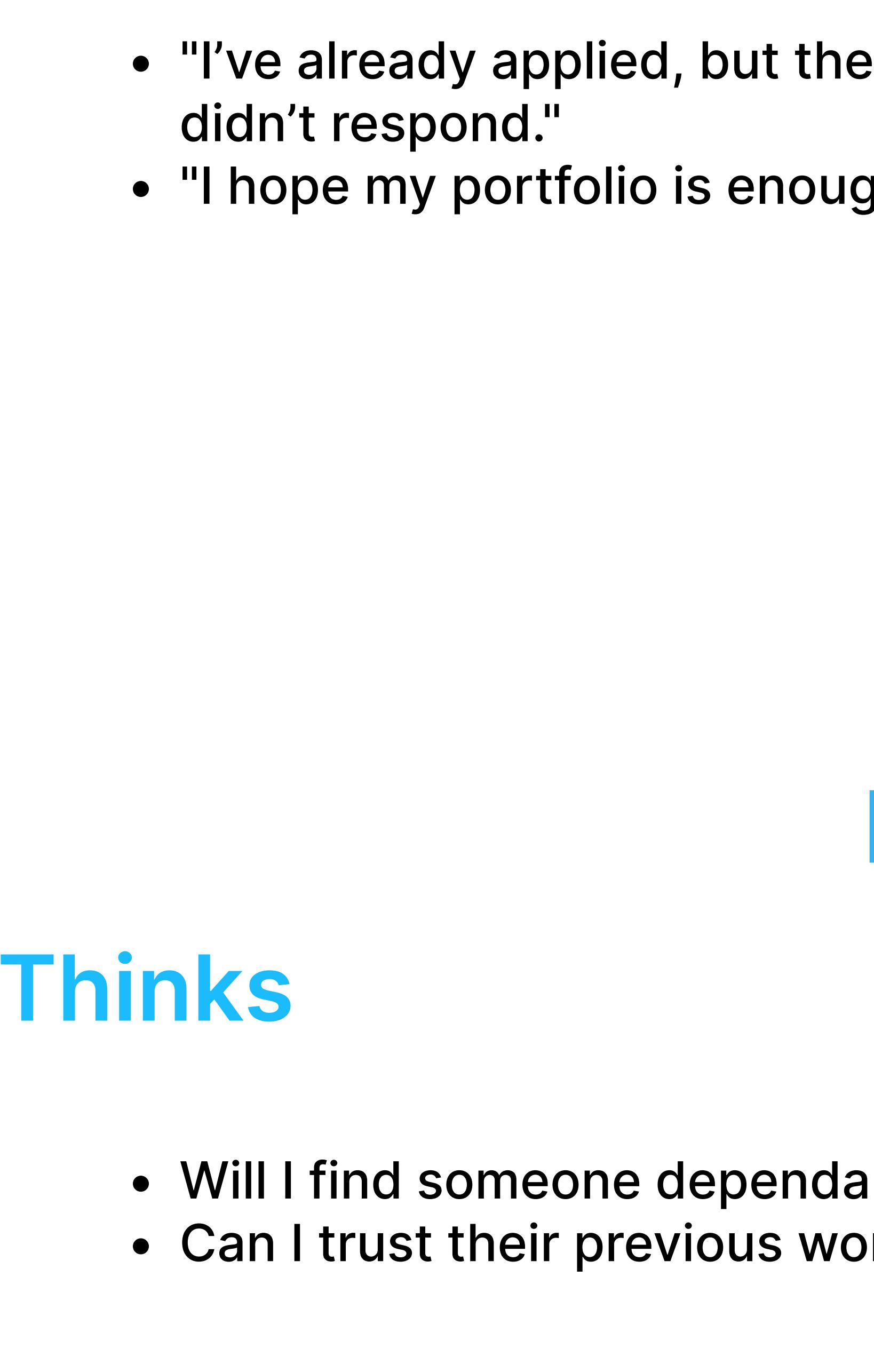
Goals

- Discover gigs that match his skillset quickly
- Easily submit applications with portfolios and expected rates
- Track recent activity and gig status
- Build a credible freelance profile and get positive reviews

Pain Points

- Gets frustrated by unclear application flows on other platforms
- Doesn't want to re-enter the same portfolio links repeatedly
- Has limited internet bandwidth — prefers lightweight, focused apps
- Lacks premium visibility without paid boosts

User Persona



Neha Verma

I just need to hire a reliable designer without wasting time scrolling through profiles. The platform should understand what I need — not make me dig through clutter to find the right fit.

Personal Information

Age: 31
Location: Bengaluru, India
Occupation: Product Marketing Lead at a SaaS startup
Tech Proficiency: High
Devices: MacBook Air, iPhone

Goals

- Quickly post a gig with clear instructions
- Filter applicants based on relevant experience
- Evaluate portfolios directly from the application screen
- Reuse similar gigs for future postings

Pain Points

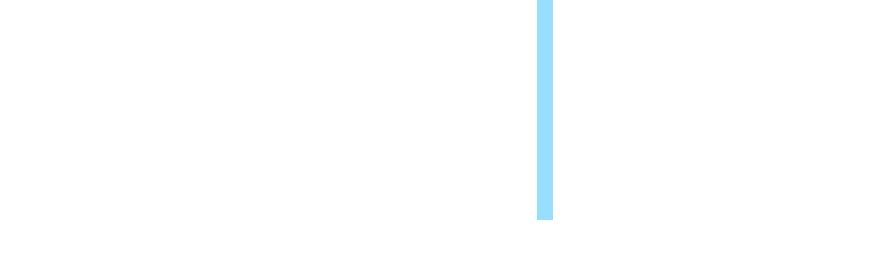
- Too many irrelevant applications on larger platforms
- Needs transparency about freelancer rating and reviews
- Posting process often feels too long and unnecessary
- Delays in receiving quality proposals

Empathy Mapping

Thinks

- Will this gig match my skills?
- How do I stand out?

Feels



- Anxious about being overlooked.
- Excited about remote opportunities.

Says

- "I've already applied, but they didn't respond."
- "I hope my portfolio is enough."

Does

- Scrolls through gigs regularly.
- Saves gigs for later.
- Frequently checks application status.

Says

- "I need a designer now, not next week."
- "Why can't I just filter by experience?"

- Frustrated by noise in responses.
- Wants confidence in hiring.

Does

- Posts short, clear gig descriptions.
- Looks for ratings and portfolios before responding.