

# SkillFlex – Freelancing Made Flexible

Name: Avinash Vinod Patil

Role: UI/UX Intern

Tools Used: Figma, Illustrator, Photoshop

Platform: Desktop Web App

## Introduction

### What is SkillFlex?

SkillFlex is a futuristic freelancing platform that helps creative professionals and skilled gig workers find, apply for, and manage projects efficiently. Designed for flexibility, it empowers freelancers to connect with clients seamlessly in a sci-fi-themed immersive workspace.

### Who is it for?

Primarily for freelancers, gig workers, and clients looking for a more engaging, intuitive, and efficient hiring experience — inspired by learning platforms like Skillshare and Coursera.

## The Problem

### Freelancers often face: -

- Lack of trustworthy platforms that offer immersive work experiences
- Poor user experience while browsing and applying for gigs
- Difficulty in managing workflow and tracking progress

### Our Goal:

Design an intuitive, gamified platform that solves these pain points and enhances user interaction, task management, and gig application flows.

### My Role:

As a UI/UX Intern, I was responsible for:

- Understanding the problem and target users
- Conducting research and competitive analysis
- Creating user personas
- Sketching wireframes and low-fidelity layouts
- Designing high-fidelity UI screens on Figma

## **Design Process**

### **Empathize**

Identified target user group: freelancers, small business clients, gig-based workers

Created user personas to understand pain points and goals

Reviewed Behance, Dribbble, and existing gig platforms for UI/UX references

### **Define**

Crafted problem statements and user journey flows

Highlighted key tasks: searching for gigs, applying, posting, and tracking

Ideate Brainstormed concepts: sci-fi themed dashboards, planet/gig selectors, progress bars Planned 3 key screens: Dashboard, Gig Detail, and Apply/Post a Gig

### **Wireframe**

Created low-fidelity wireframes for all core screens

Reviewed and refined layout based on UX heuristics

### **Prototype**

Built high-fidelity designs in Figma using a bold Manrope font style

Implemented consistent visual hierarchy and color gradients for immersive effect

### **Testing**

Conducted internal peer feedback sessions

Adjusted contrast, layout clarity, and icon readability based on inputs

### **Final Designs**

View Figma Prototype (View-Only):

<https://www.figma.com/proto/SgaScGNHvIVbjoSDO0Jsur/PRISMSTUDIO-INTERN?page-id=152%3A2&node-id=152-3&p=f&viewport=301%2C183%2C0.06&t=8AUsvEWEDfettF7Q-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=152%3A162>

Dashboard:

SkillFlix

Find GigsPost GigsFind Gigs

Welcome Back, Name!

Find your next opportunity or post a new gig

+ Post New Gig

Edit Profile

12

Active Applications

4.8

Average Rating

Rs ₹45,000

This Month

85%

On-time Delivery

Recommended Gigs

Social Media Content Creator

₹15,000

Looking for creative content creator to design Instagram posts and stories for fashion brand targeting Gen Z audience.....

Posted 2 hours ago5 days delivery12 proposals

Apply Now

WordPress Website Development

₹25,000

Build responsive WordPress site for local restaurant with online ordering system and payment integration.....

Posted 1 day ago10 days delivery15 proposals

Apply Now

Logo Design for Tech Startup

₹8,500

Need a modern, minimalist logo for AI-powered fintech startup. Should work across digital and print media...

Posted 5 hours ago3 days delivery8 proposals

Apply Now

Content Writing for Blog

₹8,000

Looking for Hindi & English content writer for lifestyle blog.....

Posted 10 hours ago12 days delivery9 proposals

Apply Now

Skillflex

Empowering Indian freelancers to find their perfect gigs.

For Freelancers

Find Gigs

Build profile

Success Stories

For Clients

Post a Gig

Find Talent

How it Works


Support

Help Center


Contact Us


Community


# View Gig Details:




## Social Media Content Creation for Fashion Brand

 Posted 2 hours ago

 5 days delivery

 12 proposals

 89 views

₹ 15,000

### Project Description

We are looking for a creative and experienced content creator to design engaging Instagram posts and stories for our fashion brand. The target audience is Gen Z consumers aged 18-25 who are fashion-forward and active on social media.

The project includes creating 20 Instagram posts and 10 story templates that align with our brand aesthetic. All content should be original, trendy, and optimized for engagement.

### Requirements:

- Portfolio showcasing social media design work
- Experience with fashion/lifestyle brands preferred
- Proficiency in Adobe Creative Suite or Canva Pro
- Understanding of Instagram best practices
- Quick turnaround time and good communication

### Deliverables:

- 20 Instagram post designs (1080x1080px)
- 10 Instagram story templates (1080x1920px)
- All files in high resolution (PNG/JPG)
- Source files (PSD/AI) included

### Skills Required:

Graphic Design

Social Media


Adobe Photoshop


Instagram Marketing


### About the Client



Fashion Forward Co.  
Mumbai, Maharashtra

 4.8 (24 reviews)

 15 jobs posted

 Member since 2023

### Ready to apply?

Submit your proposal to get started

Apply for this Gig

## Submit Personal:



### Submit Proposal

Social Media Content Creation for Fashion Brand

#### Cover Letter

Explain why you're the best fit for this project....

Minimum 100 characters

#### Your Bid Amount

₹ 15,000

Client budget: ₹15,000

#### Delivery Time

5 days (as requested)

#### Portfolio Samples



Upload up to 5 relevant work samples

Choose Files

#### Additional Questions

Have you worked with fashion brands before?

Your answer...

Which design tools do you primarily use?

Your answer...

You'll receive: ₹14,250

₹750 platform fee deducted

Save Draft

Submit Proposal

## Post a New Gig:

### Post a New Gig

Describe your project and find the perfect freelancer

#### Project Title

e.g. Logo designer for tech startup

#### Category

Select Category

#### Project Description

Describe your project in detail.....

#### Budget

15,000

#### Timeline

Select Timeline

#### Required Skills

e.g. Adobe Photoshop, Graphic Design, Branding

Separate skills with commas

#### Project Files (Optional)