



# CHARLES JAYASEELAN

Senior Design Lead – Enterprise Visual & Communication (UI/UX)

## About Me

Senior Visual & UI/UX Designer with 15+ years of experience across branding, UI/UX, animation, and digital marketing. Proven in leading design teams and defining scalable UI patterns for enterprise HRMS & Payroll platforms and Employee Engagement applications. Strong in design systems, workflow management, team mentorship, and cross-functional collaboration, with expertise in Adobe Creative Suite, web and SharePoint design, and marketing communications.

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## Areas of Expertise

### User Interface (UI) Design:

- Web Application UI Architecture
- Mobile App UI (iOS & Android)
- Responsive & Adaptive Layouts
- Component-Based Design Systems
- Low- & High-Fidelity Prototyping
- Wireframing & User Flow Mapping

### Visual Design:

- Brand Strategy & Visual Identity Systems
- Logo Design & Brand Marks
- Marketing, Print & Digital Collateral
- Digital Experience Design
- Product & Interface Aesthetics
- Data Visualization & Infographics
- Visual Communication & Storytelling Design

## Profile Summary

### Design Leadership

- Leads design and creative strategy aligned with organisational and business goals.
- Defines and scales modular, responsive design systems to deliver consistent, high-quality user experiences across platforms.

### UI/UX Expertise

- Hands-on expertise in UI/UX design, including user research, user flows, wireframing, interaction design, and high-fidelity UI systems.
- Delivers intuitive, accessible, and scalable experiences by applying UX best practices and usability principles.
- Partners with product, engineering, and business teams to translate requirements into effective user-centric solutions.

### Multimedia Expertise

- Leads video, photography, and motion design production, delivering high-quality, brand-aligned visual content.
- Creates compelling visual narratives that strengthen engagement and brand storytelling across channels.

### Web and Print Optimization:

- Develops and governs brand guidelines, ensuring consistent visual identity across digital and print touchpoints.
- Upholds strong visual hierarchy and design consistency while embedding usability, accessibility (WCAG awareness), and visual best practices into brand systems.
- Oversees 50+ brand collaterals, ensuring quality, accuracy, and adherence to brand standards.

## Work Experience

### Design Lead – Visual & Communication Design (UI/UX)

Jul'21 - Jul'25

#### Carelon Global Solutions (Formerly Legato)

- **Email & Marketing:** Spearhead the design team in crafting visually captivating email templates and marketing creatives that resonated with our brand identity.
- **Performance-Driven Design:** Implement best practices and led the development of innovative and engaging designs, significantly enhancing email template performance and driving communication campaign success.
- **Design Powerhouse:** Provide invaluable guidance and mentorship to the design team, fostering a collaborative and inspiring work environment that thrives on creativity.
- **High-Quality Delivery:** Supervise project workflows, guaranteeing the on-time delivery of exceptional design assets.
- **Promoted Design Alignment & Growth:** Champion proactive collaboration with cross-functional teams, ensuring design strategies seamlessly aligned with business goals and organizational values.
  - Conduct design review meetings, offering constructive feedback that nurtured professional growth.

## Print & Digital Design:

- Print & Corporate Collateral Design
- Product, Merchandising & Stall Branding
- Banners, Signage & Outdoor Hoardings
- Email, HTML Mailers & Newsletters
- PowerPoint Presentation Design
- Corporate & Event Branding Systems

## Creative Direction & Leadership:

- Design Team Management & Mentoring
- Design Strategy & Planning
- Stakeholder Management
- Cross-Functional Team Collaboration
- Brand Guidelines & Visual Identity Maintenance
- Creative Problem-Solving

## Video Editing:

- Simple Video Editing
- Video Trimming & Post-Processing
- Basic Storyboarding Support
- Social Media Video Support

## Photography:

- Photography & Short Videos
- Image Retouching
- Photo Enhancement

## Scripting

- HTML & CSS

# Technical Skillset

### Print:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CorelDraw

### Digital:

Adobe Dreamweaver, Adobe XD, Adobe Acrobat DC, Adobe Audition, Adobe Fuse, Adobe Express

### Videos:

Adobe After Effects, Adobe Premiere Pro, Adobe Animate, Adobe Character Animation, Final Cut Pro

### Photography:

Adobe Lightroom, Camera Raw

### Others:

Canva, Adobe Creative Cloud, Web Hosting/Domain, Microsoft SharePoint, Microsoft Office

### AI-assisted design tools:

ChatGPT, Gork, Freepik AI Gen, Envato Elements AI Gen; exposure to Figma AI with ongoing upskilling.

## AVP – Graphic Designer (Brand & Communication Design)

Oct'16 – Jul'21

### Jana Small Finance Bank - Bangalore, India

- **Innovative Design & Animation:** Led the creation of cutting-edge design and animation projects for marketing communications, ensuring alignment with corporate brand guidelines.
- **Cross-Platform Product Communication:** Developed impactful product communication materials across print, social media, websites, and video channels.
- **Brand Identity Leadership:** Spearheaded Jana Small Finance Bank's brand identity, crafting comprehensive guidelines and managing seamless design transitions across all collaterals.
- **Multi-Project Management:** Successfully managed multiple projects from concept to execution, excelling in visualization, technology mapping, and delivery.
- **Creative Direction:** Directed branding collateral creation, including posters, infographics, and videos, while ensuring technical and strategic alignment with business needs.
- **Design Excellence:** Conducted market research to identify trends and delivered creative solutions, enhancing brand competitiveness through innovative designs.
- **Visual Storytelling:** Brought ideas to life by transforming briefs into engaging visuals, creating animated videos covering the bank's entire product range, and overseeing all post-production stages.
- **High-Quality Design Standards:** Collaborated with agencies to ensure adherence to design principles, negotiated deadlines, and consistently delivered professional, cutting-edge designs.

## Senior Graphic Designer (Brand, Digital & Internal Communication)

Oct'13 – Oct'16

### Societe Generale Global Solution Centre - Bangalore, India

- **Internal Communications:** Implemented digital signage and launched the engaging "InFocus" internal video concept.
- **Awarded High Performer:** Recognized for excellence with awards like Star of the Quarter (2014) and client accolades.
- **Creative Support:** Delivered end-to-end creative solutions, including branding, digital marketing, print, presentations, and UI design.
- **Office Rebranding:** Led the visual redesign of office spaces to enhance brand experience.
- **Post-Production:** Streamlined workflows, improving efficiency and earning recognition for enhancements.
- **Dynamic Intranet:** Designed and maintained a SharePoint intranet portal with newsletters, blogs, surveys, and interactive features.
- **SharePoint Expertise:** Managed sites, created HTML/CSS interfaces, designed workflows, and optimized intranet functionality for seamless user experiences.

## Graphic Designer

Jul'07 – Oct'13

### Cognizant Technology Solutions

- **Design Support:** Provided comprehensive design support to business development, marketing, and HR teams, crafting impactful presentations, eLearning modules, corporate mailers, web UIs, logos, collateral, and print ads.
  - Pioneered the use of Flash-based presentations for data warehousing and business intelligence pitches, securing deals.
- **Elevated HR Communication:** Designed engaging graphic mailers and interactive web portals for HR communications, enhancing user experience and earning recognition with WAH points.
- **Brand Champion & Video Creation:** Conceptualized, produced, and edited brand-building videos for employee awards, exceeding expectations and garnering praise from business managers.
- **Master of SharePoint:** Managed documents and libraries, created/published newsletters and presentations in HTML/CSS, controlled page permissions, and conducted surveys on SharePoint 2010.

## Web Designer

Oct'06 – Jul'07

### Forte Solutions Pvt. Ltd. - Chennai, India

- **Design thinking:** Leveraged exceptional design skills to provide impactful support to the Cognizant Technology Solutions business development team during a contract period. This success resulted in a coveted permanent position within the company.

# Academic Credentials

## B. Sc. In Computer Science Bharathidasan University

61.79%