

Karan Jain

Summary

A seasoned professional with expertise in Art Direction, UI/UX & Product Design, and Mentorship. Brings a unique blend of skills and perspectives to every project. I believe design, fueled by art and guided by philosophy, has the power to transform.

Portfolio: [Behance](#) | [Medium](#) | [Instagram](#) | [LinkedIn](#)

Projects: [Girl PowerX](#) | [PolicyJanch.com](#) | [Ochre Arts](#)

Experience

May 2023 - Current

Associate Director - *Girl Power Talk*

- Successfully led and launched 5+ products. And led 4 different departments.
- Successfully pitched and secured development for 6+ products, resulting in 60% increase in product pipeline.
- Developed MVPs for these products, decreased operational cost by 50% and worked with internal + external teams in collaboration. Example – [Girl PowerX](#)(Live link)
- Served as primary stakeholder: Oversaw \$70,000 budget and led cross-functional teams of 20 to deliver products on time and within budget.

June 2022 - May 2023

Sr. Associate | Digital Branding & Strategy - *Girl Power Talk*

- Led and managed 5+ successful branding campaigns, resulting in 200% increase in brand awareness.
- Directed cross-functional teams of 30 members to deliver multiple projects.
- Cultivated strong collaboration between design, creative and tech teams, leading to 80% improvement in project efficiency.

September 2020 - June 2022

Branding Associate & Design Lead - *Girl Power Talk*

- Uplifted UX maturity of organization from Absent (Stage-1) to Emergent (Stage-3).
- Created design and creative development from scratch.
- Contributed to branding initiatives for prominent clients, Girl Power Talk and Blue Ocean Global Tech, while managing multiple concurrent projects.

2015 - June 2022

Creative Consultant & Graphic Design - *Self Employed*

- Gave branding and creative consultation with client retention of 80%.
- Optimized supply chain and design consultation for ready-made garment brand.

Education

July 2017 - May 2021

B.Tech IT

Lovely Professional University

Volunteer

[GirlPowerUSA](#)

Skills

- Art Direction
- Branding
- UI/UX
- Design Thinking
- Product design
- Concept Building
- Project Management
- SCRUM
- Mentorship

Tools

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Framer
- Wix
- Miro
- Hotjar
- Spline
- WordPress

Contact

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