SREYA GOTHI

UI/UX DESIGNER • VISUAL DESIGNER • DIGITAL DESIGNER

Chennai / Bangalore
gothisreya@gmail.com • +91 88259 15902
sreya-portfolio-zeta.vercel.app
linkedin.com/in/shreya-jain-b9896b3a3

PROFILE

B.Sc Visual Communication graduate who designs mobile and web interfaces, brand visuals and digital content. Experienced in user research, wireframing and prototyping, including a 47-screen parcel delivery app flow. Strong in typography, layout, interaction and visual storytelling.

CORE SKILLS

UI/UX: User Research • Wireframing • Prototyping • User Flows • Information Architecture • Interaction Design • Responsive Design • Design Systems • Usability Testing • Design Critique

Visual: Typography • Layout & Composition • Branding & Visual Identity • Color Theory • Graphic Design • Digital Design • Photo Editing

Content: Social Media Strategy • Content Calendars • Content Writing • Copywriting • Market & Trend Research • Engagement Analytics

TOOLS & SOFTWARE

Design & Prototyping Figma • FigJam • Framer • Wix Studio • Canva • Google Stitch	**Web & E-commerce** WordPress • Shopify
AI & Productivity ChatGPT • Claude • Notion • Microsoft Office • Google Workspace	**Analytics & Social** Instagram Insights • Google Analytics • Buffer / Later

PROFESSIONAL EXPERIENCE

Social Media Executive
OG Media 360 (Startup Stories by DOC) | Jan 2026 to Apr 2026

- Built tailored content strategies for startup clients, increasing engagement by 30%.
- Developed design scopes and researched market and trending content insights.

Social Media Executive
Unseen Chennai | Jul 2025 to Jan 2026

- Managed multi-platform content calendars and design workflows.
- Created community-driven content that raised brand visibility across the Chennai circuit.

Creative Designer
Auro Innovations, Creative Studio | May 2025 to Jun 2025

- Delivered brand visual identities and digital design assets for client campaigns.
- Collaborated on UI/UX wireframes for web and mobile interfaces.

Studio Manager & Photo Editor
Memory Wheel | May 2024 to Jul 2024

- Managed studio workflows and edited visual content for client deliverables.

FREELANCE EXPERIENCE

Freelance Creative Designer, Independent
Spayush, Oct to Dec 2023 • Independent periods: Jul to Sep 2023 • Jan to Apr 2024 • Aug 2024 to Apr 2025

Delivered independent visual design, video editing and Instagram Reels projects for brands and creative clients. Handled projects end to end, from brief and concept through revisions and final delivery.

CERTIFICATION & TRAINING

UI/UX Design Certification Course, Design Boat
May 2024 to Present

- Designed a 47-screen wireframe flow for a parcel delivery app covering onboarding, login, send-parcel, live tracking, payments, help center and profile.
- Ran user research and translated findings into wireframes and content flows for a logistics product spanning parcel delivery and movers & packers.

3-Day UI/UX Workshop, DOT Upskill Academy
Chennai | 20 to 22 January 2026

- Workshop participation certificate, attended through Shasun Jain College.

EDUCATION

B.Sc Visual Communication, Shri Shankarlal Sundarbai Shasun Jain College for Women | Graduated May 2026

HSC/SSC, Dawn School | 2023