



Charles Jayaseelan

Senior UI Designer | Design/ Visual Design Lead

Designing scalable digital experiences,
leading brand consistency & internal platforms.



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Case Study 1

Design Leadership & Brand Transformation (Carelton Global Solutions)

Role: Design Team Lead - Brand & Visual Communication

Duration: 2021 – 2025



Case Study 1

Design Leadership & Brand Transformation (Carelon Global Solutions)

Context

Carelon Global Solutions India was undergoing a full enterprise brand transition, requiring alignment with global brand standards while supporting high-volume, high-visibility internal communications across leadership, employees, and digital channels.

What Was at Stake

The transition from Legato Health Technologies to Carelon Global Solutions required:

- Zero brand inconsistency across India operations
- High leadership visibility
- Scalable execution without over-reliance on agencies

Failure would result in fragmented brand adoption and loss of credibility with global stakeholders.



Case Study 1

Design Leadership & Brand Transformation (Carelon Global Solutions)

My Ownership

I served as the single-point design owner for India, accountable for:

- Brand governance and execution
- Team delivery and quality control
- Cross-functional alignment with global brand and communications teams

How I Approached It

- Built and led a 3-member in-house design team to scale delivery
- Established design review and approval systems to enforce brand consistency
- Set up an internal video production capability, reducing turnaround time and external costs
- Worked closely with content, leadership, and global brand teams to translate guidelines into executable assets

Outcome & Impact

- Achieved consistent brand adoption across India operations
- Improved speed and quality of internal communications at scale
- Reduced dependency on external agencies, driving measurable cost savings
- Strengthened India's credibility as a brand-compliant delivery unit within the global organization

Due to NDA restrictions, visuals shown are recreated or abstracted. Original assets cannot be shared.

Case Study 2

Employee Engagement App - Internal Platform (Carelton Global Solutions)

Role: Design Team Lead - Brand & Visual Communication

Duration: 2021 – 2025



Context

Carelon Global Solutions required a centralized internal employee engagement application to serve as a single platform for communication, events, and engagement initiatives across the organization. The platform needed to support diverse content formats and engagement use cases while remaining fully aligned with global brand standards and operating under strict internal and NDA constraints.

What Was at Stake

The success of the platform depended on balancing flexibility with governance:

- Multiple engagement use cases had to coexist within one unified experience
- Global brand consistency had to be maintained across all modules and content types
- Visual coordination was required across teams without exposing sensitive internal information

Failure would have resulted in fragmented employee experiences, diluted brand expression, and reduced adoption of the platform as a trusted engagement channel.



Case Study 2

Employee Engagement App - Internal Platform (Carelon Global Solutions)

My Ownership

I served as the design and brand owner for the employee engagement platform, accountable for:

- Visual and brand governance across the application
- End-to-end quality control of all visual assets
- Coordinating delivery through my design team while aligning with Digital and Product stakeholders

How I Approached It

- Partnered closely with the Digital and Product teams during platform development to embed brand standards into the design system
- Acted as the brand guardian, defining the visual direction for the platform and all engagement modules
- Led the creation, review, and approval of all visual assets, including images, videos, and event creatives
- Structured design workflows to ensure consistent delivery at scale while operating within NDA constraints

Outcome & Impact

- Delivered a cohesive, branded employee experience across all engagement touchpoints
- Enabled scalable internal engagement through a single, unified platform
- Improved visual clarity, consistency, and quality across events, communications, and multimedia content
- Strengthened trust in the platform as a central channel for internal engagement

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Case Study 3

Brand Creation & Multi-Channel Marketing Communication
(Jana Small Finance Bank)

Role: Senior Individual Contributor – Brand & Visual Communication
Duration: 2016 – 2021



Case Study 3 **Brand Creation & Multi-Channel Marketing Communication**(Jana Small Finance Bank)

Context

Janalakshmi Financial Services transitioned into Jana Small Finance Bank, requiring the creation of a new commercial banking brand. It involved building a complete brand identity system for a regulated financial institution, with visibility across customers, regulators, partners, and internal teams.

What Was at Stake

- Establishing trust and credibility for a newly licensed bank
- Ensuring consistent brand execution across customer-facing, internal, and marketing touchpoints
- Managing multilingual, multi-region communication without diluting brand integrity
- Balancing creative expression with regulatory constraints typical of the banking sector

Any inconsistency or misalignment risked regulatory issues, customer confusion, and brand dilution at launch.

My Ownership

As a Senior Individual Contributor within the Marketing & Communication team, reporting to the Creative Head, I played a hands-on role in defining, executing, and sustaining the bank's visual identity across channels. I was accountable for:

- Translating brand strategy into executable design systems
- Ensuring cross-channel and cross-region consistency
- Acting as a bridge between internal teams and external agencies

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Case Study 3 **Brand Creation & Multi-Channel Marketing Communication**(Jana Small Finance Bank)

How I Approached It

- Partnered with a design agency to co-create the logo and master brand guidelines
- Executed the brand identity across all banking documents, customer forms, and product collaterals
- Designed multilingual communication assets across 9 regional languages, ensuring cultural and visual consistency
- Collaborated with video advertising agencies on TV commercials, including campaigns featuring Indian cinema personalities
- Contributed to large-scale outdoor advertising, including cricket stadium branding and BCCI digital perimeter ads
- Planned and delivered customer feedback and testimonial videos, managing post-production workflows
- Maintained close collaboration with content, marketing, and compliance stakeholders to ensure alignment at every stage

Outcome & Impact

- Helped establish the visual foundation of a nationally operating commercial banking brand
- Enabled consistent brand execution across products, regions, and media formats
- Supported high-visibility campaigns spanning TV, outdoor, and digital channels
- Ensured long-term brand consistency through sustained post-launch ownership
- Reduced long-term dependency on external agencies, contributing to substantial cost savings over time

Case Study 4

HRMS & Payroll Platform - Enterprise Web & Mobile UI Design (Freelance)

Client: 560 Degree Solutions

Role: Senior Visual / UI Designer (Freelance)

Duration: Aug 2025 – Nov 2025



Context

560° HRMS & Payroll is an enterprise-grade HR and payroll platform designed to replace manual, fragmented HR processes across organizations. The ecosystem included:

- A web-based HRMS & payroll system
- An employee mobile application
- An admin mobile application

The platform supported the full employee lifecycle, from onboarding and attendance to payroll and compliance, requiring clarity, reliability, and daily usability at scale.

What Was at Stake

The platform addressed business-critical, high-frequency workflows where usability directly affected operations:

- Complex, data-heavy, rule-driven HR and payroll processes needed to remain accurate and easy to use
- Multiple user groups including employees, HR administrators, and management required clearly differentiated yet consistent experiences
- Visual and interaction consistency had to be maintained across web and mobile platforms
- Everyday actions such as attendance marking, approvals, and payroll reviews needed to be fast and intuitive

Poor UI decisions would have resulted in operational inefficiencies, user frustration, and reduced platform adoption.



Case Study 4

HRMS & Payroll Platform - Enterprise Web & Mobile UI Design (Freelance)

My Ownership

I was engaged as a senior UI designer, working closely with the product and engineering teams to define and scale UI patterns across the platform. I was accountable for:

- Translating complex product requirements into intuitive, usable interfaces
- Defining visual hierarchy and layout systems for both web and mobile
- Ensuring consistent UI patterns across HRMS, attendance, and payroll modules
- Designing experiences for both employee-facing and admin-facing applications
- Acting as a design partner to product and development teams during implementation

Platform Capabilities Supported

- Centralized employee data management
- Automated payroll processing
- Leave, attendance, and time management
- Recruitment and onboarding workflows
- Mobile-based admin controls and approvals

Outcomes & Impact

- Delivered a cohesive, enterprise-grade UI experience across web and mobile platforms
- Improved usability and efficiency for HR teams managing payroll and attendance
- Enabled mobile-based attendance and approvals, increasing flexibility for daily operations
- Supported faster product adoption through clear, scalable, and consistent interface design



Charles Jayaseelan (CJ)

Senior Visual / UI Designer | Brand & Visual Communication

- Available for **immediate joining**
- Open to **Netherlands & Germany** opportunities

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