

Jachin Jainarain

MULTIDISCIPLINARY GRAPHIC & BRAND DESIGNER
Brand Identity · Graphic Design · Web & UI · AI Visual Production

Contact & Location

Durban, South Africa | Remote
theoddtail@gmail.com | +27 63 035 5932

PROFESSIONAL PROFILE

Multidisciplinary designer and founder specializing in brand identity, visual systems, and digital product experiences. Combines strategic art direction with rapid AI-assisted production pipelines to deliver commercially scalable visual assets from concept to production-ready execution.

SOFTWARE & TOOLS

Design & UI
Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Affinity · Figma · Procreate

Web Design & Development
Framer

3D Design
Blender · Nomad Sculpt

AI & Visual Production
ChatGPT · Codex · Claude · Gemini · Higgsfield · Magnific · Kling

PROFESSIONAL EXPERIENCE

Founder & Multidisciplinary Designer

- The Oddtail · Remote · 2022–Present
- Architect full visual identity systems, brand guidelines, and UI/UX assets for commercial clients across tech, real estate, and industrial sectors.
 - Direct end-to-end design operations, translating conceptual briefs into responsive web experiences, landing pages, and marketing engines using Figma and Framer.
 - Integrate generative AI workflows to accelerate high-fidelity product imagery, photorealistic campaign visuals, and commercial marketing collateral.
 - Manage direct client relationships, revisions, production pipelines, and independent project delivery.

Co-Founder & Creative Lead

- Digital Art / NFT Project · 2021–2022
- Spearheaded visual identity, art direction, and digital illustrations for an expansive generative art collection.
 - Scaled project audience and brand presence to over 20,000 organic community members through targeted visual campaigns.
 - Produced cross-channel marketing assets, campaign creative, and partner launch materials.

Junior Graphic Designer

- Engineering & Manufacturing Company · 2026
- Redesigned technical product catalogues, print collateral, and commercial marketing materials within strict corporate brand standards.
 - Enhanced visual hierarchy and product presentation across commercial proposals and client-facing specification sheets.

CORE EXPERTISE

Brand Identity & Graphic Design
Visual Identity · Logo Design · Typography · Art Direction · Campaign Creative · Print & Digital Design

Web & UI
Web Design · UI Design · Responsive Design · Wire-framing · Prototyping · Framer Development

AI & Visual Production
AI Art Direction · Photorealistic Visuals · Product Visualization · Concept Development · Image Manipulation · Creative Automation

Illustration
Digital Illustration · Concept Art · Character Design · Visual Development

EDUCATION

Thomas More College
National Senior Certificate (Bachelor's Pass)

Keyline Digital Design College
Digital Communication Design

Adobe Certified Professional
Graphic Design & Illustration (Adobe Illustrator)