JOVITA LIZA SERA

E-commerce Visual Designer | Product Image Retouching & Catalogue Management

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PROFESSIONAL SUMMARY

E-commerce–focused designer with hands-on experience in luxury jewellery product retouching and website catalogue management at Bhima Gold. Skilled at turning raw product photography into clean, accurate, conversion-ready images and publishing them on a live e-commerce website. Proficient in Photoshop, Illustrator, Figma and Canva, with a strong eye for colour accuracy, detail and visual consistency. Backed by 6 years of customer-facing experience that gives me a practical understanding of what shoppers look for when they buy online.

CORE SKILLS

E-commerce: Product Image Retouching | Colour Correction | Catalogue & Product Listing Upload | Visual Consistency Across Platforms

Design: Social Media & Promotional Creatives | Typography | Layout | Colour Theory | Branding & Visual Identity

Tools: Adobe Photoshop | Adobe Illustrator | Figma | Canva | Canva AI | ChatGPT

Certifications: Figma UI UX Design Advanced | Google AI Professional Certificate

PROFESSIONAL EXPERIENCE

Graphic Designer — Bhima Gold Pvt Ltd, Bangalore | Sep 2024 – Dec 2025

- Retouched high-volume gold and jewellery product images, including colour correction, blemish and dust removal, shine and metal-tone enhancement, and background clean-up, so products appeared true to life and premium on screen.
- Uploaded retouched images and product details to the company website, keeping product pages accurate, complete and visually consistent.
- Worked with studio and production teams to move products from photoshoot to live listing within tight, recurring deadlines.
- Maintained consistent visual standards across the catalogue through a systematic review process before publishing.

Front Office Executive — Bhima Gold Pvt Ltd, Bangalore | Dec 2020 – Aug 2024

- Coordinated across internal departments to resolve customer needs quickly, building strong communication and stakeholder skills.

Front Office Associate — The Ocean Pearl Hotel, Mangalore | Feb 2019 – Nov 2020

- Managed end-to-end guest check-in/check-out and reservation verification, developing strong attention to detail and organisation.

EDUCATION

Diploma in 2D Graphics — Dreams Design Institute (2022)

Bachelor of Science (BSc) — SDM College, Ujire (2015 – 2018)

LANGUAGES

English | Hindi | Kannada | Konkani | Tulu