

# HARSHITHA RAJENDRAN

## GRAPHIC & UI DESIGNER

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**Portfolio:** [codenameharsh.github.io/portfolio](https://codenameharsh.github.io/portfolio)

**Github:** [github.com/codenameharsh](https://github.com/codenameharsh)

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### PROFESSIONAL SUMMARY

Versatile Designer & Front-End Developer with a unique blend of **fashion industry insights, graphic storytelling, and robust technical expertise**. Proven ability to craft **holistic brand experiences, from comprehensive visual identities and intuitive UI/UX designs to responsive web applications**. Passionate about **intentional design, iterative processes**, and delivering impactful digital solutions that resonate with users and drive business goals.

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### SKILLS

#### DESIGN & UX

- ★ UI/UX Design, Graphic Design, Branding, Wireframing, Visual Design, Infographics
- ★ Responsive & Interactive Design, Prototyping, Typography
- ★ User Interviews, Usability Testing, Persona Creation, A/B Testing, Journey Mapping, Data-Informed Design

#### FRONT-END DEVELOPMENT

- ★ HTML, CSS, JavaScript, React.js, jQuery, Bootstrap
- ★ Responsive Web Design, Cross-Browser Compatibility, API Integration, Version Control

#### TOOLS & SOFTWARE

- ★ Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD)
- ★ Figma, Sketch, Miro, Canva, Notion
- ★ GitHub, Visual Studio Code

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### EDUCATION & CERTIFICATIONS

- ★ **UX Design Professional Certificate** – Google/Coursera (In Progress)
- ★ **Certified Front-End Developer** – Meta (2024)
- ★ **Certified Full-Stack Developer** – IBM (2024)
- ★ **Web Development with HTML, CSS & JS** – Johns Hopkins University (2023)
- ★ **Master's in Fashion Management** – Manipal Academy of Higher Education (2020)
- ★ **Bachelor's in Fashion Technology** – NIFT, India (2017)

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### EXPERIENCE

#### FREELANCE GRAPHIC & UX DESIGNER - Remote | Irvine, California / Chennai, India | May 2020 - Present

- Designed and launched responsive websites for startups, improving user retention by 25%
- Created scalable design systems and branding for 10+ businesses, boosting visual consistency and customer engagement
- Conducted usability evaluations and client interviews to inform product requirements and improve design direction
- Collaborated cross-functionally with developers and stakeholders for smooth project handoff and implementation

#### FASHION CONSULTANT - Scotch & Soda Amsterdam Couture | Chennai, India | Aug 2019 - May 2020

- Delivered personalized styling, supported retail visual storytelling, and enhanced in-store user experience






#### QUALITY CONTROL INTERN - JAK Industries | Chennai, India | Feb 2016 - Jul 2016

- Supported quality assurance and ensured manufacturing compliance through analytical observations and feedback loops




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## PROJECT HIGHLIGHTS


### UI/UX & WEB DEVELOPMENT

-  **EcoCycle User Profile (Figma, Illustrator, Sketch):** Designed a sustainable living platform with **gamified user engagement**.
-  **ArtFusion Sign-up Page (Figma, Illustrator, Sketch):** Created a **landing and sign-up page** for an upcoming art-event
-  **E-Commerce Website (React, JavaScript):** Built a **responsive online store**, increasing sales by **25% within 3 months**.
-  **AI Recipe Generator (React, Hugging Face API):** Created an **AI-powered meal planning tool** with personalized suggestions.
-  **Yonderlust (Figma, Illustrator):** Developed a solo travel app with **personalized event recommendations, visual itinerary planning, and safety features** to enhance the travel experience for solo explorers.

### GRAPHIC DESIGN & BRANDING

-  **Aavaran (Adobe Illustrator, InDesign):** Developed **brand identity, product packaging, and marketing assets** for a contemporary fashion brand.
-  **AURA Lookbook (Adobe Illustrator, Photoshop):** Designed a **luxury fashion lookbook** with **detailed illustrations**.
-  **Madras Merch (Adobe Illustrator, Photoshop):** Created **T-shirt designs, branding elements, and product packaging**.

### GAMES & INTERACTIVE APPLICATIONS

-  **Assembly: End-Game (React.js, CSS, JS):** Developed a **word-guessing game** with **dynamic UI** and **interactive gameplay**
- **Blackjack Game (JavaScript, HTML, CSS):** Developed a **multiplayer card game** with **leaderboard tracking**.
- **RPG Adventure Game:** Designed an **interactive, text-based RPG** with **inventory management and storyline mechanics**.

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## CAREER TRANSITION

### Transitioned to Tech on H4 Visa (Feb 2023 - Present)

While awaiting my EAD work authorization, I upskilled through certifications in UX, front-end, and full-stack development. I built and deployed full projects independently and learned cross-functional collaboration, design research, and Agile workflows through self-initiated sprints and bootcamp challenges.

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## ADDITIONAL INFORMATION

- ★ Winner – Photography Contest, Photographic Society of India (2021)
- ★ Published Poet – Visual + written storytelling skills
- ★ Employee of the Month – Scotch & Soda, 3x
- ★ Passionate about inclusive design, ethical tech, and creative exploration

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## LEGAL

- ★ Authorized to work in the U.S. (H4 EAD)
- ★ No sponsorship required