

DESIGN PORTFOLIO

Harshitha Rajendran

UI/UX DESIGNER
FRONT END WEB DEVELOPER
GRAPHIC DESIGNER
FASHION ILLUSTRATOR



EXPERIENCE

Freelance GRAPHIC DESIGNER (2020-2023)

FASHION CONSULTANT, Scotch and Soda Amsterdam (2019-2020)

QUALITY CONTROL INTERN, Jak Industries (2016)

PROJECT HIGHLIGHTS

Brand identity design (logos, business cards, letterheads)

Look-books and product catalogs

Infographics and print-on-demand designs

E-commerce website development

React JS applications

Interactive games and utilities

HTML, CSS, and JavaScript-based tools and experiments

HELLO, I'M HARSHITHA RAJENDRAN.

I'M A DESIGNER WHO'S PASSIONATE ABOUT CREATING MEANINGFUL EXPERIENCES THAT CONNECT PEOPLE AND BRANDS. WITH A BACKGROUND IN FASHION AND A LOVE FOR TECHNOLOGY, I'VE DEVELOPED A UNIQUE APPROACH TO DESIGN THAT'S CENTERED AROUND EMPATHY, CREATIVITY, AND PRECISION.

EDUCATION

MASTER OF FASHION MANAGEMENT, Manipal Academy of Higher Education (2020)

BACHELOR OF FASHION TECHNOLOGY, National Institute of Fashion Technology (2017)

CERTIFIED FULL STACK DEVELOPER, IBM (2024)

CERTIFIED FRONT-END DEVELOPER, Meta (2024)

KEY SKILLS

Visual Design

Graphic Design

UI/UX Design

Front-end Web Development

HTML, CSS, JavaScript, React, Node.js

GRAPHIC DESIGN

V E C T O R S

L O G O S

INFOGRAPHICS

ILLUSTRATIONS

ILLUSTRATOR

PHOTOSHOP

INDESIGN

CANVA

HARSHITHA RAJENDRAN

CONTENTS

1. INTRODUCTION
2. KIDDO KRAFT
3. AURA

CREATIVE EXPRESSIONS: A COLLECTION OF PROJECTS FROM MY DESIGN JOURNEY

MY JOURNEY AS A **FREELANCE GRAPHIC DESIGNER** BEGAN AT THE INTERSECTION OF FASHION AND ART, WHERE I DISCOVERED A PASSION FOR VISUAL STORYTELLING. AS I TRANSITIONED FROM FASHION CONSULTING TO GRAPHIC DESIGN, I FOUND MYSELF DRAWN TO THE DIGITAL CANVAS, WHERE I COULD MERGE CREATIVITY WITH TECHNICAL PRECISION. THE PROJECTS FEATURED HERE REPRESENT A HIGHLIGHT REEL OF MY COLLABORATIONS WITH INNOVATIVE BRANDS AND STARTUPS, SPANNING **VECTOR GRAPHICS, INFOGRAPHICS, LOGOS, AND MORE.**

THROUGHOUT THESE PROJECTS, I'VE LEVERAGED INDUSTRY-LEADING TOOLS LIKE **ADOBÉ CREATIVE SUITE, SKETCH, AND INKSCAPE** TO CRAFT VISUALLY STUNNING SOLUTIONS THAT ELEVATE BRANDS AND CAPTIVATE AUDIENCES.

This collection reflects my passion for creative problem-solving, innovative design thinking, and dedication to delivering exceptional results.



PROJECT OVERVIEW

Objective was to create a comprehensive brand identity and social media assets for Kiddo Kraft, a Mumbai-based kids-wear startup.

"Our goal is to create a visually appealing and cohesive brand image that resonates with our target audience."

DESIGN OBJECTIVES

- Create a unique and recognizable brand identity for Kiddo Kraft.
- Develop a consistent visual language across all social media platforms.
- Design engaging and shareable social media assets that showcase products and brand personality.

TARGET AUDIENCE

- Parents and caregivers of children aged 0-12 years
- Kids-wear enthusiasts and influencers
- Online shoppers and social media users

BRAND PERSONALITY

- Playful and fun
- Colorful and vibrant
- Imaginative and creative
- Friendly and approachable
- Tagline: "playful comfort"

DELIVERABLES

LOGO DESIGN:

- Unique and memorable logo incorporating brand name and relevant icon/symbol
- Logo delivered in various formats (vector, PNG, JPEG)

COLOR PALETTE:

- Color board with hex codes and Pantone references
- Palette reflecting brand personality and appealing to target audience

TYPOGRAPHY:

- Font family (playful, legible, versatile)
- Font files
- USAGE GUIDELINES

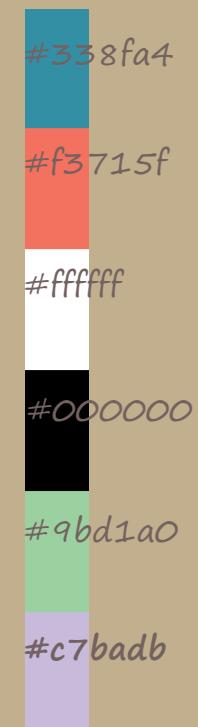
kiddo kraft

color palette and mood board

ADOBE ILLUSTRATOR



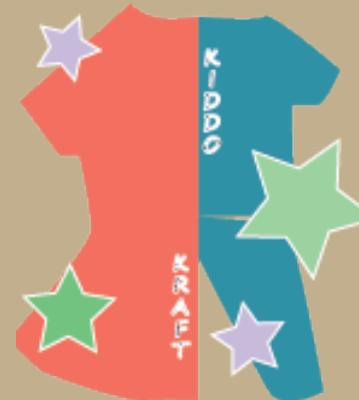
theme: 'playful comfort'



kiddo kraft

logo design

ADOB E ILLUSTRATOR



kiddo kraft

social media graphics

ADOB E ILLUSTRATOR



kiddo kraft

final selections

ADDOBE ILLUSTRATOR



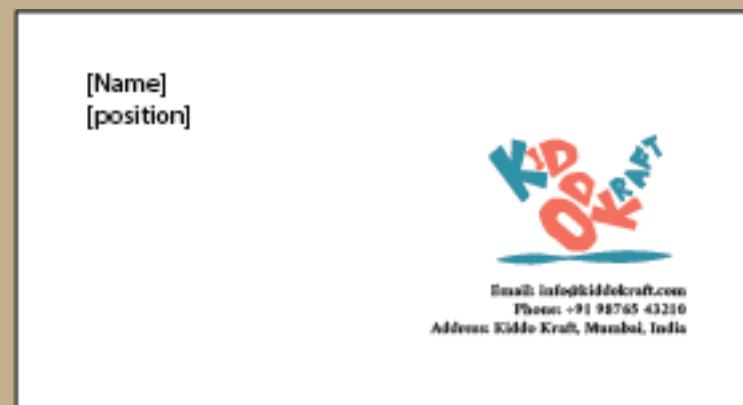
kiddo kraft

letterhead & card

ADobe ILLUSTRATOR



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Address: Kiddo Kraft, Mumbai, India



AURA

lookbook

ADOBE ILLUSTRATOR
ADOBE INDESIGN

OBJECTIVES:

- SHOWCASE AURA'S LATEST COLLECTION: Highlight the brand's newest designs, emphasizing the luxury, quality, and attention to detail that AURA is known for.
- CREATE AN IMMERSIVE BRAND EXPERIENCE: Transport viewers to a world of ethereal dreams, evoking the brand's celestial inspiration and whimsical aesthetic.
- DRIVE SALES AND ENGAGEMENT: Encourage viewers to explore AURA's online store, visit retail locations, or attend trunk shows and events.

TARGET AUDIENCE:

- DEMOGRAPHICS: Women aged 25-45, with a focus on creative professionals and individuals with a passion for art, music, and literature.
- PSYCHOGRAPHICS: Individuals who value uniqueness, self-expression, and the pursuit of beauty and wonder.

DELIVERABLES:

- LOGO DESIGNS: A comprehensive set of logo designs for the "Aura: Ethereal Dreams" brand, including:
 - Primary logo
 - Alternate logos (e.g. icon-only, text-only)
 - Logo variations for different applications (e.g. business cards, website, social media)
- PRINT LOOKBOOK: A 20-page, perfect-bound lookbook featuring high-quality images, typography, and design elements.
- SOCIAL MEDIA ASSETS: A set of social media assets, including:
 - Instagram-friendly images
 - Facebook and Twitter posts
 - Instagram Stories

PROJECT OVERVIEW:

AURA, a luxury fashion brand, seeks to create a captivating lookbook that showcases its latest collection, "*Ethereal Dreams*". The lookbook aims to transport viewers to a world of fantasy and wonder, highlighting AURA's unique blend of luxury, whimsy, and celestial inspiration

LOOKBOOK CONCEPT

Theme: "*Ethereal Dreams*"

- COLOR PALETTE: Soft, shimmering hues of Cerulean Mist (36586C), Velvet Noir (15193C), and Golden Honey (FFCC66), evoking the dreamy, ethereal quality of a moonlit night, a starry sky, and the warmth of cosmic gold.
- IMAGERY: Dreamy, ethereal images of models wearing AURA's designs, set against celestial-inspired backdrops, such as starry skies, lunar landscapes, and misty forests.
- TYPOGRAPHY: Elegant, cursive typography that evokes the luxury and whimsy of AURA's brand.

AURA

lookbook - mood board



I often think that the night
is more alive and more richly,
colored than the day

—Vincent van Gogh



#FFCC66
#FFCC66
#36586C
#284F70
#182D52
#151193C

AURA

lookbook - logo designs

ADOBE ILLUSTRATOR



The logos feature stylized lettering, intricate swirls, and celestial elements, evoking a sense of high-end quality and refinement.

The client chose the first image as the logo due to its striking balance of modern typography and classic, whimsical design elements, perfectly capturing the essence of the Aura brand.

Its unique blend of simplicity and visual interest makes it memorable and captivating, setting the tone for a luxurious brand identity.

AURA

lookbook - logo variations

ADOBE ILLUSTRATOR



AURA's logo design embodies the brand's celestial inspiration, featuring a delicate, hand-drawn floral motif in a soft, shimmering gold hue.

The logo's ethereal quality is enhanced by the subtle, dreamy color palette and the use of negative space.

The custom typography adds a touch of sophistication and elegance, while the overall design exudes a sense of wonder and enchantment.

This logo design perfectly captures the essence of AURA's luxury fashion brand, evoking the magic and mystery of the night sky.



aura

AURA

lookbook - fashion illustrations

ADOBE ILLUSTRATOR

This fashion illustration showcases The Celestial Gown, a stunning, floor-length gown inspired by the night sky.

The Velvet Noir (15193C) color palette sets the tone for a dramatic, celestial look.

Intricate beading and embroidery adorn the dress, evoking the stars and constellations.

The sleeveless design and plunging neckline add a touch of sophistication, while the floor-length silhouette creates a show-stopping effect.

The overall design is a masterpiece of elegance and glamour, perfect for a red-carpet event or formal gala.

The illustration exudes luxury, refinement, and a sense of cosmic wonder.



AURA

lookbook - fashion illustrations

ADOBÉ ILLUSTRATOR

This fashion illustration showcases The Lunar Jumpsuit - a sleek, modern jumpsuit with a flowing cape and delicate, sparkling accents, evoking the mystery of the moon.

The color palette features a soothing blend of blues and golds, with #36586C providing a sophisticated base tone and #FFCC66 adding a touch of warmth and luxury.

The overall design exudes a sense of celestial wonder, perfect for making a statement at a formal event or red-carpet occasion.

The flowing cape adds a dramatic touch, while the sparkling accents catch the light, giving the illusion of moonbeams dancing across the fabric.



AURA

lookbook - fashion illustrations

ADOB E ILLUSTRATOR

This fashion illustration showcases The Stellar Scarf, a luxurious silk scarf adorned with intricate, hand-beaded constellations.

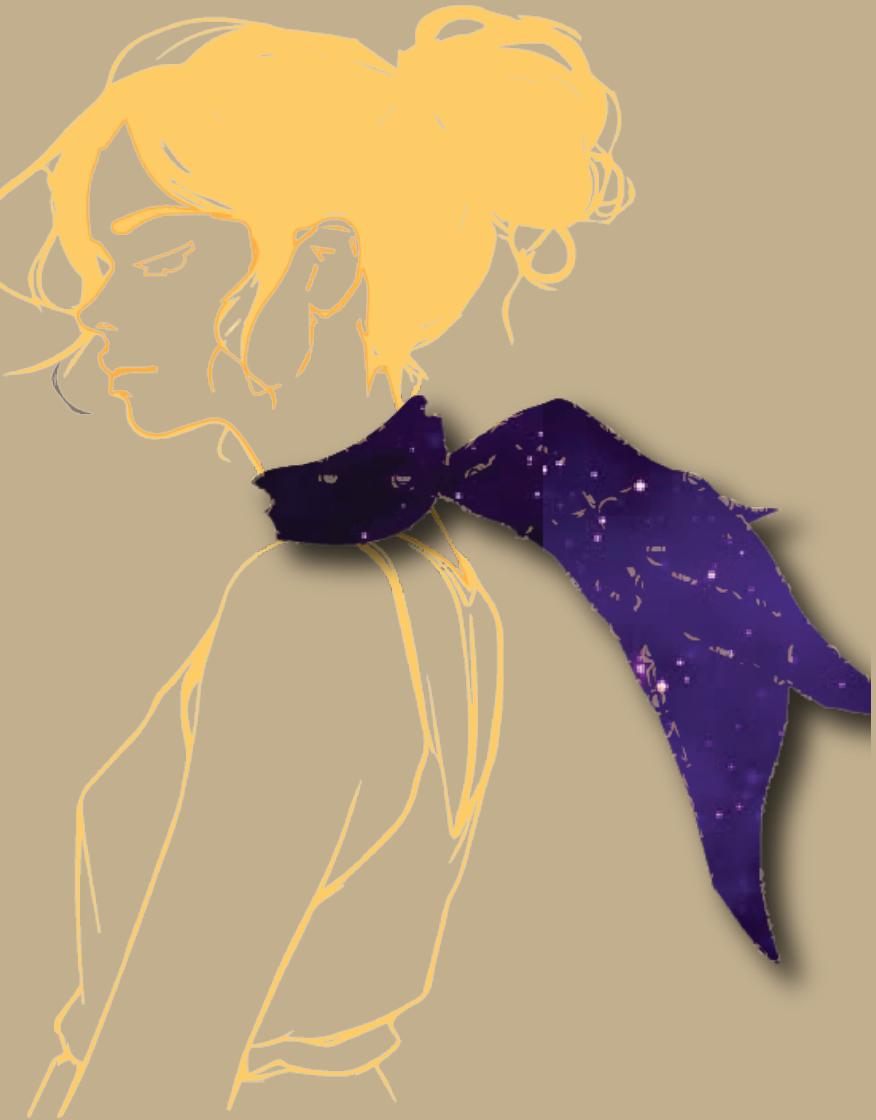
The color palette features a deep, rich blue (#15193C) that evokes the mystery of the night sky.

The scarf's celestial design adds a touch of magic to any outfit, perfect for making a statement.

The beaded constellations catch the light, giving the illusion of twinkling stars.

The Stellar Scarf is a must-have accessory for those who want to add a sense of wonder and enchantment to their look.

Its luxurious silk fabric and intricate details make it a standout piece for any occasion.

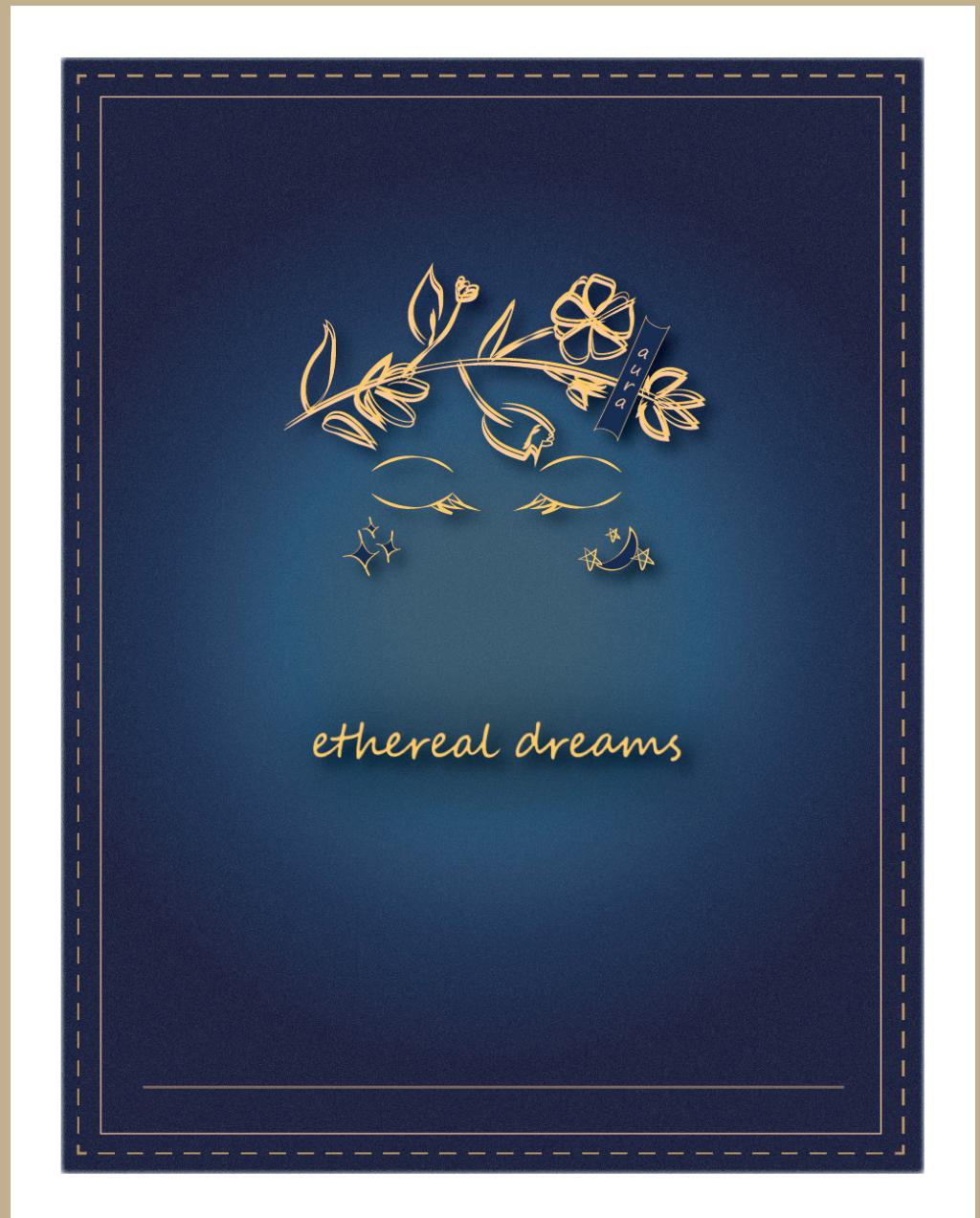


AURA

lookbook - snippets

ADobe ILLUSTRATOR

The cover page for “Aura: Ethereal Dreams” features a gradient dark blue background. The logo adds a touch of sophistication, with a gold floral design accompanied by small gold stars and a crescent moon. A gold border surrounds the page with a dotted line pattern. The title “Ethereal Dreams” is written in gold cursive font at the bottom. The overall design exudes luxury and refinement, with the dark blue and gold colors evoking a sense of glamour and elegance.



AURA

lookbook - snippets

ADOBÉ ILLUSTRATOR

The page design for the 'Aura: Ethereal Dreams' collection is a masterful blend of dark blues and golds, exuding luxury and refinement. The gradient dark blue background, reminiscent of the night sky, provides a stunning backdrop for the celestial-themed gown. The illustration showcases intricate gold beading and embroidery, while the gold border with a dotted line pattern adds a touch of sophistication. The title, in gold cursive font, completes the design with elegance. The balanced color scheme creates a harmonious effect, making the showstopper truly unforgettable.



AURA

lookbook - snippets

ADOBÉ ILLUSTRATOR

The page showcases the Lunar Jumpsuit from “Aura: Ethereal Dreams” with a gradient dark blue background, evoking the night sky. The celestial-themed jumpsuit features gold beading and embroidery, with a flowing cape. A gold border with a dotted line pattern frames the illustration, while the title “the lunar jumpsuit” in gold cursive font adds elegance. The dark blues and golds are balanced to create a harmonious effect, making the design truly sophisticated.



AURA

lookbook - snippets

ADOB E ILLUSTRATOR

The page showcases the Stellar Scarf from “Aura: Ethereal Dreams” with a gradient dark blue background, evoking the night sky. The celestial-themed scarf features gold accents and embroidery, with a flowing design. A gold border with a dotted line pattern frames the illustration, while the title “the stellar scarf” in gold cursive font adds elegance. The dark blues and golds are balanced to create a harmonious effect, making the design truly sophisticated.



the stellar scarf

luxurious,
silk scarf with
intricate, hand-beaded
constellations, perfect
for adding a touch of
celestial magic to any
outfit.

AURA

lookbook - snippets

ADOBÉ ILLUSTRATOR

ADOBÉ PHOTOSHOP

These look book pages showcase the key pieces from the collection ‘Aura: Ethereal Dreams’ set against a breathtaking starry night sky. The intricate details of the designs are highlighted by the subtle shine of the background, evoking a sense of luxury and wonder.

The black silhouette in the foreground adds a touch of mystery, inviting the viewer to step into the dreamlike world of this celestial-inspired look book.

