

DESIGN PORTFOLIO

Harshitha Rajendran

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



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INTRODUCTION

WEB DESIGN

GRAPHIC DESIGN

PERSONAL PROJECTS

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

WEB DESIGN

PROTOTYPES
WIREFRAMES
MOCK - UPS

CSS

HTML

JAVASCRIPT

REACT . JS

FIGMA

HARSHITHA RAJENDRAN

<https://github.com/codenameharsh>

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24. VIDEO TRAILER POP-UP
25. BLURRED BACKGROUND POP-UP

EXPLORATIONS AND INNOVATIONS: A COLLECTION OF PROJECTS FROM MY LEARNING JOURNEY

AS I NAVIGATED THE REALMS OF FRONT-END DEVELOPMENT, FULL-STACK JAVASCRIPT, AND UI/UX DESIGN, I HAD THE OPPORTUNITY TO BRING NUMEROUS PROJECTS TO LIFE. THIS SHOWCASE REPRESENTS A CURATED SELECTION OF MY FAVORITE EXPERIMENTS, CHALLENGES, AND SUCCESSES FROM MY TIME SPENT LEARNING WITH **FREE-CODECAMP**, **THE ODIN PROJECT**, **META** AND **IBM** ON COURSERA AND DAILYUI

WITHIN THESE PROJECTS, YOU'LL FIND A MIX OF TECHNICAL SKILL-BUILDING, CREATIVE EXPRESSION, AND PROBLEM-SOLVING. I'VE LEVERAGED A RANGE OF TECHNOLOGIES, INCLUDING **HTML**, **JAVASCRIPT**, **CSS**, **REACT.JS**, **FIGMA**, **CANVA** AND **ADOBE ILLUSTRATOR**, TO CRAFT ENGAGING USER EXPERIENCES AND VISUALLY APPEALING DESIGNS.

I'm proud to share this collection with you, and I hope it provides a glimpse into my passion for learning, creativity, and innovation.

'EcoCycle' user profile

<https://www.figma.com/design/WI085zE3fwRaF9Duys-jyy9/EcoCycle?node-id=28-164&t=6uUAJVUB7gHFPxQy-1>

FIGMA

ILLUSTRATOR

SKETCH

CANVA

INTRODUCTION

This project was inspired by a Daily UI prompt to design a user profile. I chose to create a user profile page for 'EcoCycle', a social platform that promotes sustainable living and connects eco-conscious individuals.

I aimed to design a profile that effectively showcases a user's eco-friendly activities and achievements, while also encouraging community engagement and sustainable living practices.

To achieve this goal, I followed the **Norman Nielsen Group's (NN/g) design model**, which emphasizes a user-centered approach to design. Through this process, I conducted research, generated ideas, created prototypes.

This case study outlines my design process and solutions, highlighting the key decisions and insights that shaped the final design.

The design process involved the following steps:

1. RESEARCH: Conducted a survey with a focus group of 30 participants to gather insights on user needs and motivations.
2. PERSONAS AND PROBLEM DEFINITION: Created a persona, Emma, to represent the target audience and defined the problem statement.
3. COMPETITIVE ANALYSIS: Analyzed existing social platforms and apps focused on sustainability and eco-friendliness to identify gaps and opportunities.
4. IDEATION: Conducted a solo ideation session to generate innovative solutions for the user profile feature.
5. PROTOTYPING: Created a functional prototype incorporating the top ideas from the ideation session.

'EcoCycle' user profile research - user survey

USER SURVEY

To gather insights from the target audience, I conducted a survey after describing the social media platform, with a focus group of 30 participants.

Here are the survey questions:

- What motivates you to live a sustainable lifestyle?
- How do you currently connect with others who share your eco-friendly interests?
- What features do you look for in a social media platform focused on sustainability?
- How do you think a user profile on EcoCycle could help you achieve your sustainability goals?
- What information would you like to see displayed on your EcoCycle user profile?
- How important is it for you to be able to customize your user profile on EcoCycle?
- Have you experienced any challenges or frustrations while using sustainability-focused platforms?



'EcoCycle' user profile

research- user survey

SUMMARY OF THE SURVEY DATA:

- 80% of participants are motivated to live sustainably due to concerns about climate change.
- 60% of participants currently connect with others through social media groups.
- 35% of participants look for community discussion boards in a social media platform focused on sustainability.
- 40% of participants believe a user profile on EcoCycle could help them connect with like-minded individuals.
- 45% of participants want to see their eco-friendly achievements and activities displayed on their profile.
- 55% of participants think customization options are very important for their user profile.
- 50% of participants have experienced difficulty finding relevant information on sustainability-focused platforms.

CONCLUSIONS

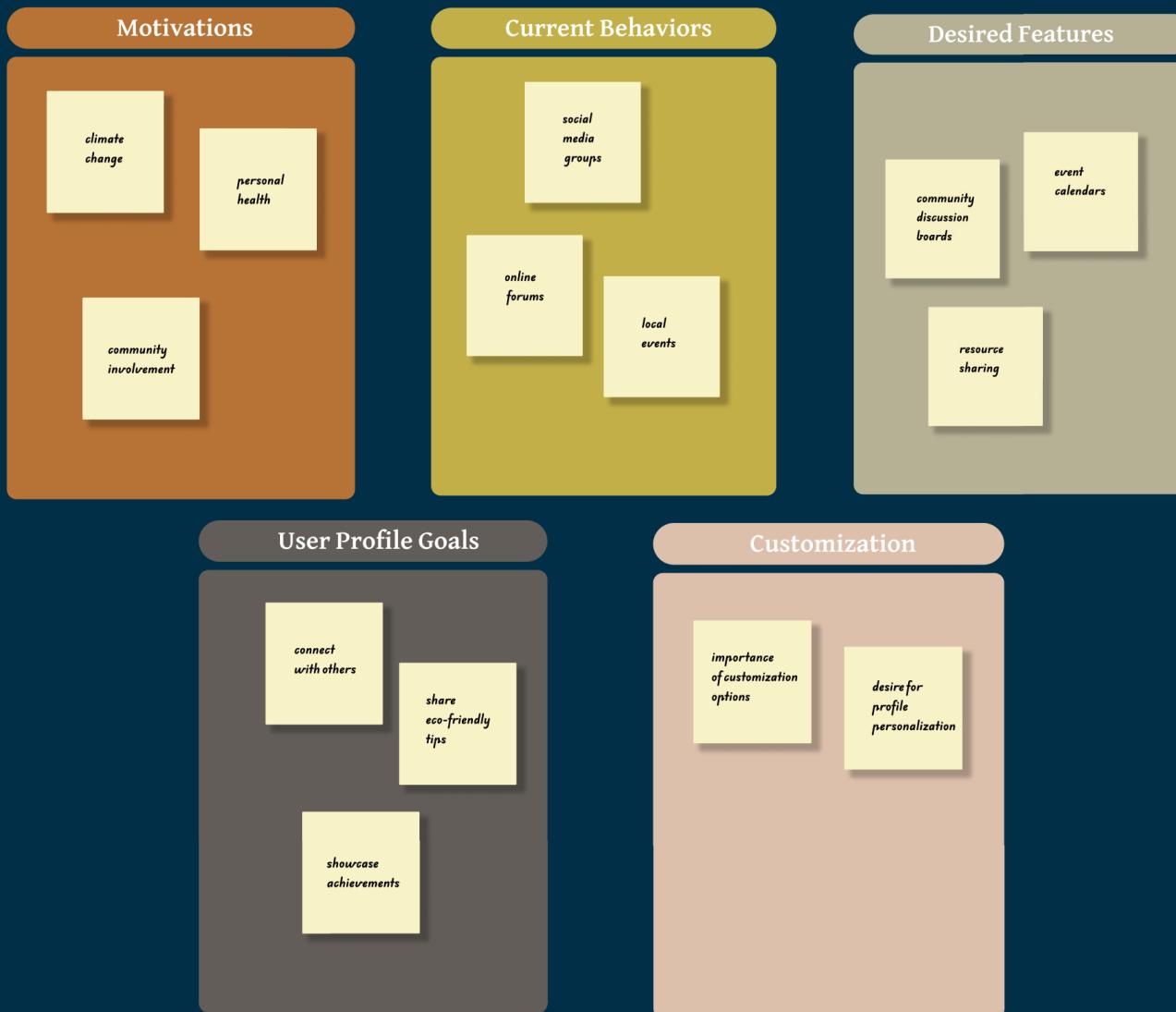
Based on the survey data, here are some conclusions that can be drawn:

1. **CLIMATE CHANGE IS A TOP CONCERN:** 80% of participants are motivated to live sustainably due to concerns about climate change, highlighting the importance of addressing this issue.
2. **SOCIAL MEDIA GROUPS ARE A KEY CONNECTION POINT:** 60% of participants currently connect with others through social media groups, indicating the value of online communities.
3. **COMMUNITY FEATURES ARE HIGHLY VALUED:** 35% of participants look for community discussion boards, and 40% believe a user profile on EcoCycle could help them connect with like-minded individuals.
4. **PERSONALIZATION AND CUSTOMIZATION ARE IMPORTANT:** 55% of participants think customization options are very important, and 45% want to see their eco-friendly achievements and activities displayed on their profile.
5. **INFORMATION DISCOVERY IS A CHALLENGE:** 50% of participants have experienced difficulty finding relevant information on sustainability-focused platforms, highlighting the need for improved content discovery and curation.

These conclusions can inform the development of EcoCycle, prioritizing community features, personalization, and content discovery to meet the needs and motivations of users.

'EcoCycle' user profile research - affinity mapping

After analyzing the survey data, we created an affinity map to identify patterns and themes



This affinity map highlights the key themes and patterns that emerged from the survey data, including the importance of community features, personalized recommendations, and customization options.

'EcoCycle' user profile

user persona

<https://www.figma.com/design/WI085zE3fwRaF9Duysjyy9/EcoCycle?node-id=8-94&t=6JD7c8L0gXG8b2ia-1>

Based on the patterns and themes identified, I created a user persona to help guide through the design process.



**EMMA,
'THE ECO-CONSCIOUS
MILLENNIAL'**

Age: 28
Occupation: Marketing Specialist
Education: Bachelor's degree in Environmental Studies
Location: Urban area, with access to public transportation and local parks

FAVORITE BRANDS

Patagonia, for their environmentally-friendly outdoor gear and apparel

Lush, for their sustainable and cruelty-free beauty products

Thrive Market, for their online marketplace of eco-friendly and sustainable products

The Real Real, for their sustainable and second-hand fashion options

GOALS AND VALUES

- Reduce personal carbon footprint and live sustainably
- Connect with like-minded individuals and join local Eco-friendly initiatives
- Stay informed about environmental issues and best practices
- Share Eco-friendly tips and inspire others to adopt sustainable habits

BEHAVIOR PATTERNS

- Regularly uses social media to share eco-friendly content and connect with eco-conscious communities
- Participates in local clean-up events and volunteers for environmental organizations
- Researches and purchases eco-friendly products, such as reusable bags and refillable water bottles
- Uses public transportation or walks/bikes whenever possible

LIKES

- Outdoor activities such as hiking, camping, and kayaking
- Sustainable fashion and beauty products
- Plant-based cooking and trying new vegan recipes
- Environmental documentaries and podcasts

DISLIKES

- Fast fashion and wasteful consumerism
- Single-use plastics and unnecessary packaging
- Climate change deniers and lack of environmental awareness
- Mainstream social media platforms that prioritize popularity over meaningful connections

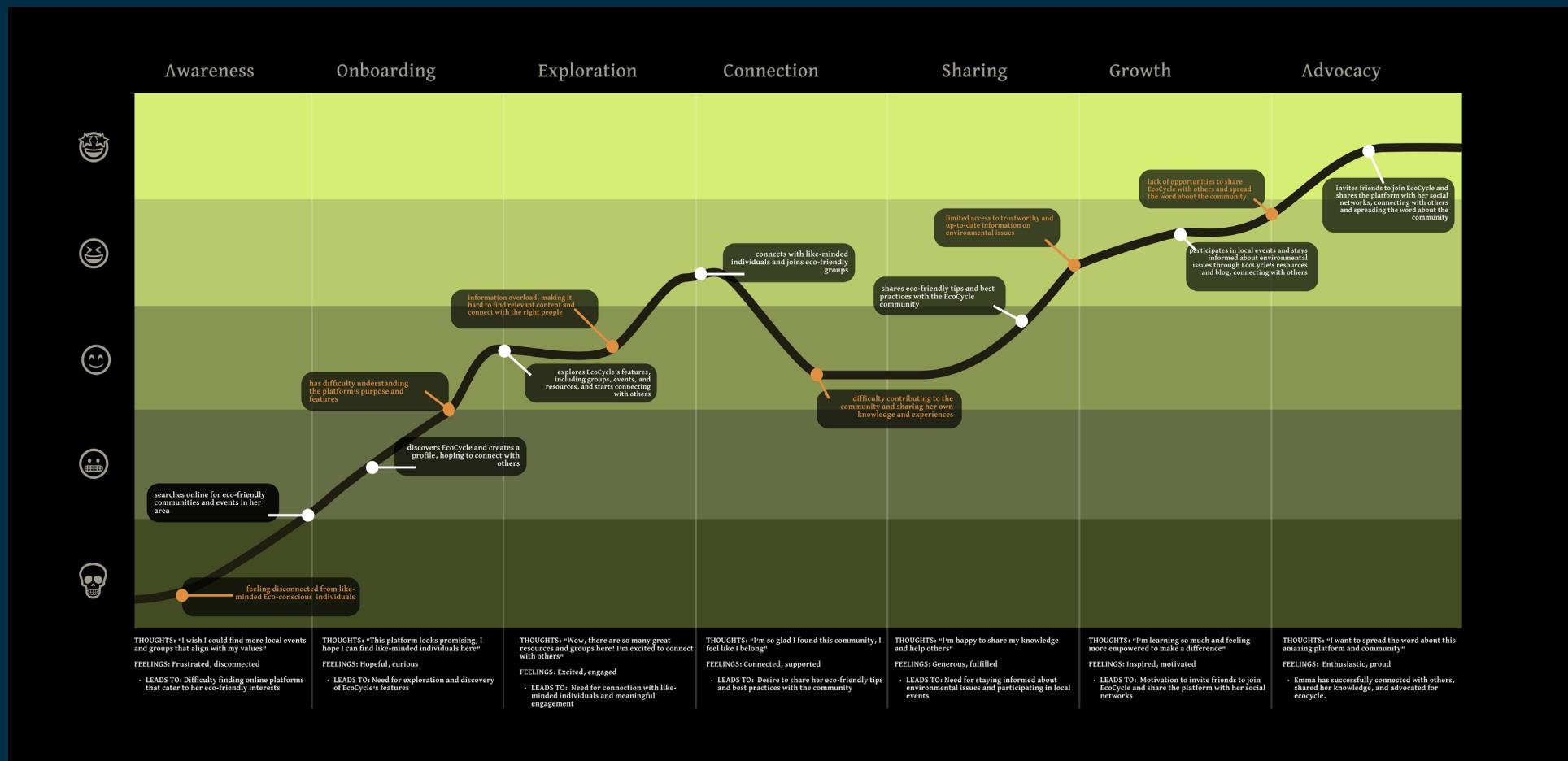
“As a marketer, I'm passionate about using my skills to promote sustainable brands and practices that align with my values.

“I believe that every small action counts, and that together we can make a significant impact on the environment.

'EcoCycle' user profile

user journey map

<https://www.figma.com/design/WI085zE3fwRaF9Duysjyy9/EcoCycle?node-id=14-2&t=6JD7c8L0gXG8b2ia-1>



'EcoCycle' user profile

problem definition

Based on the survey data and analysis, I narrowed down the problem to

DESIGN A USER PROFILE FEATURE FOR EcoCYCLE THAT:

1. **Effectively showcases eco-friendly activities:** Clearly displays users' sustainable actions and achievements.
2. **Encourages community engagement:** Fosters connections and interactions among users with similar eco-friendly interests.
3. **Supports the platform's mission:** Aligns with EcoCycle's goals and values, promoting sustainable living and environmental responsibility.
4. **Provides a personalized experience:** Offers tailored content and recommendations based on users' interests and activities.
5. **Allows for customization:** Enables users to tailor their profile to reflect their unique eco-friendly identity and style.

By addressing these points, the user profile feature can enhance the overall EcoCycle experience, promote sustainability, and build a strong community of eco-conscious individuals.

PROBLEM STATEMENT

"How might I design a user profile feature for EcoCycle that effectively showcases users' eco-friendly activities, encourages community engagement, and supports the platform's mission, while also providing a personalized and customizable experience?"

'EcoCycle' user profile

competitive analysis

To better understand the competitive landscape, I analyzed 5 existing social platforms and apps focused on sustainability and eco-friendliness.

Platform/App	Features	Strengths	Weaknesses
EcoLife	Community forum, eco-friendly tips, resource sharing	Strong community engagement, comprehensive resource library	Limited personalization options, outdated design
Greenify	Personalized eco-friendly challenges, social sharing, gamification	Engaging gamification elements, easy-to-use interface	Limited community features, focus on individual actions rather than collective impact
EarthHero	Eco-friendly product reviews, community forum, educational resources	Comprehensive product reviews, strong focus on education	Limited personalization options, cluttered interface
Sustainable Living	Community forum, eco-friendly tips, event calendar	Strong community engagement, comprehensive event calendar	Limited personalization options, outdated design
EcoWarrior	Personalized eco-friendly challenges, social sharing, gamification	Engaging gamification elements, easy-to-use interface	Limited community features, focus on individual actions rather than collective impact

'EcoCycle' user profile ideation

To generate innovative solutions for the user profile feature, I conducted a self-guided idea generation session to spark new concepts, utilizing design thinking principles to explore a wide range of concepts and ideas.

IDEATION PROMPTS:

To stimulate creative thinking, I used the following ideation prompts:

1. How might we create a user profile that showcases users' eco-friendly achievements and activities?
2. What features could we include to encourage community engagement and social sharing?
3. How might we provide a personalized and customizable experience for users?
4. What role could gamification and incentives play in motivating users to adopt sustainable practices?

IDEAS GENERATED:

During the ideation session, I generated over 50 ideas, including:

Eco-Badge System: A system of badges and rewards that users can earn for completing eco-friendly challenges and achieving sustainability milestones.

Sustainability Score: A personalized score that tracks users' progress towards their sustainability goals and provides recommendations for improvement.

Eco-Friendly Challenges: A feature that allows users to participate in eco-friendly challenges and competitions, with rewards and recognition for winners.

Customizable Profile: A user profile that allows users to customize their profile picture, cover photo, and bio, with eco-friendly themes and graphics.

Social Sharing: A feature that enables users to share their eco-friendly achievements and activities on social media, with customizable hashtags and messaging.

Eco-Community Forum: A discussion forum where users can connect with each other, ask questions, and share tips and advice on sustainable living.

Gamified Eco-Tips: A feature that provides users with daily or weekly eco-tips, with gamified elements such as points, badges, and leaderboards.

'EcoCycle' user profile ideation

IDEA CLUSTERING:

To identify patterns and themes, I clustered the ideas into categories, including:

1. **GAMIFICATION AND INCENTIVES:** Ideas that use gamification and incentives to motivate users to adopt sustainable practices.
2. **PERSONALIZATION AND CUSTOMIZATION:** Ideas that provide users with personalized and customizable experiences.
3. **COMMUNITY ENGAGEMENT:** Ideas that facilitate community engagement and social sharing.
4. **Eco-FRIENDLY CHALLENGES:** Ideas that provide users with eco-friendly challenges and competitions.

PRIORITIZATION:

To prioritize the ideas, I used a combination of factors, including user needs, business goals, and technical feasibility. The top 3 ideas were:

1. **Eco-BADGE SYSTEM:** A system of badges and rewards that users can earn for completing eco-friendly challenges and achieving sustainability milestones.
2. **CUSTOMIZABLE PROFILE:** A user profile that allows users to customize their profile picture, cover photo, and bio, with eco-friendly themes and graphics.
3. **SOCIAL SHARING:** A feature that enables users to share their eco-friendly achievements and activities on social media, with customizable hashtags and messaging.

'EcoCycle' user profile

wireframes

<https://www.figma.com/design/WI085zE3fwRaF9Duysjyy9/EcoCy- cle?node-id=27-2&t=6JD7c8L0gXG8b2ia-1>

To visualize the user profile feature, I created low-fidelity wireframes.
Here is a brief description of the wireframes:

Profile Overview Wireframe:

- Header with user's name and profile picture
- Brief bio and eco-friendly interests
- Eco-friendly achievements and badges
- Call-to-action (CTA) button to edit profile

Eco-Badge System Wireframe:

- Grid showcasing user's earned badges
- Badge details, including description and date earned
- CTA button to view all badges
- Filter options to sort badges by category or date

Customizable Profile Wireframe:

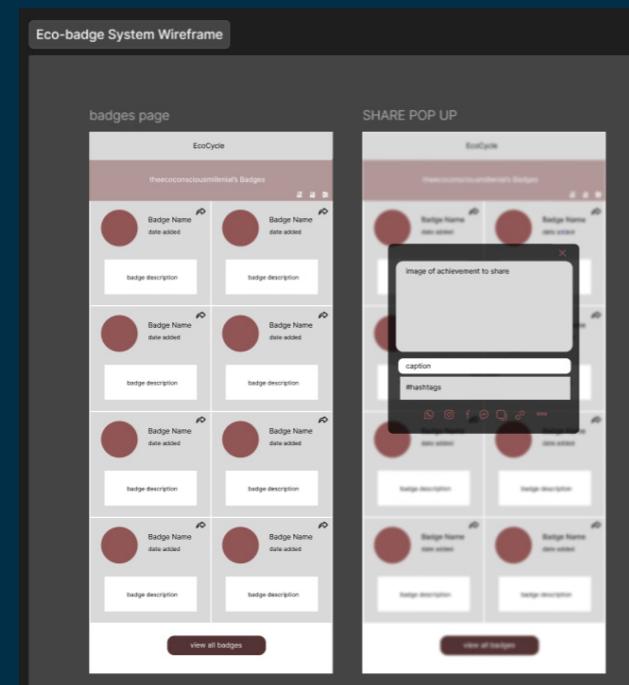
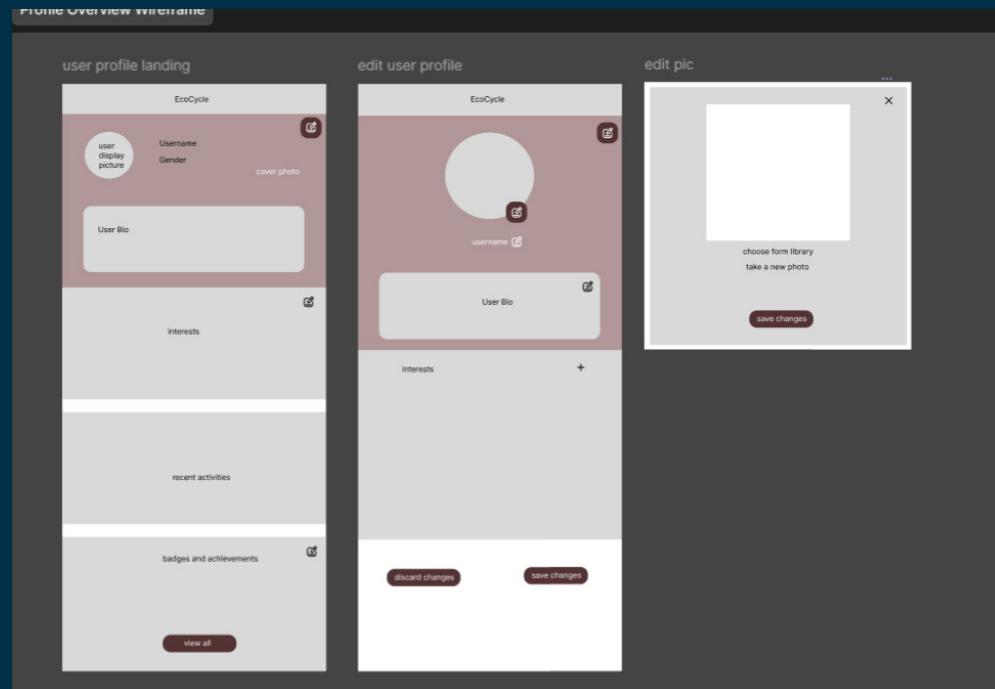
- Profile picture uploader with cropping tool
- Cover photo uploader with resizing tool
- Bio editor with formatting options
- Eco-friendly interest selector with tags

Social Sharing Wireframe:

- Share button with dropdown menu for social media platforms
- Customizable share message with hashtags and tags
- Preview of shared post with image and text
- CTA button to share post

'EcoCycle' user profile wireframes

<https://www.figma.com/design/WI085zE3fwRaF9Duysjyy9/EcoCycle?node-id=27-2&t=6JD7c8L0gXG8b2ia-1>



'EcoCycle' user profile prototypes

To create a functional prototype, I used a design tool to create a clickable prototype. Here are the details:

PROTOTYPE OBJECTIVE:

Create a functional prototype of the EcoCycle user profile feature, incorporating the top ideas from the ideation session: Eco-Badge System, Customizable Profile, and Social Sharing.

PROTOTYPE SCOPE:

The prototype includes the following features:

- 1. Eco-Badge System:** A system of badges and rewards that users can earn for completing eco-friendly challenges and achieving sustainability milestones.
- 2. Customizable Profile:** A user profile that allows users to customize their profile picture, cover photo, and bio, with eco-friendly themes and graphics.
- 3. Social Sharing:** A feature that enables users to share their eco-friendly achievements and activities on social media, with customizable hashtags and messaging.
- 4. Profile Overview:** A brief summary of the user's profile, including their name, profile picture, and eco-friendly achievements.

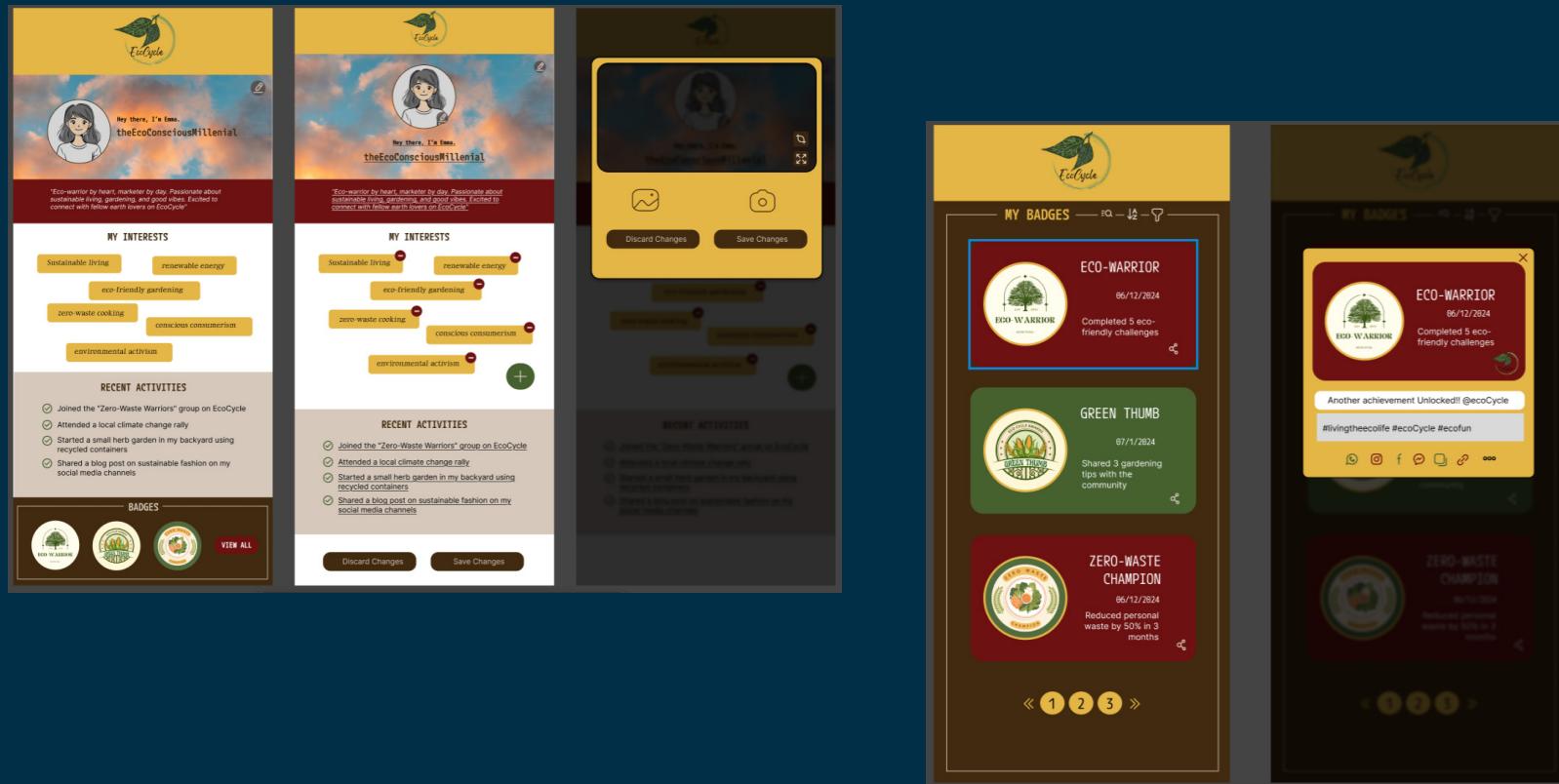
PROTOTYPE INTERACTIONS:

The prototype includes the following interactions:

- 1. Badge Earning:** Users can earn badges by completing eco-friendly challenges and achieving sustainability milestones.
- 2. Profile Customization:** Users can customize their profile picture, cover photo, and bio.
- 3. Social Sharing:** Users can share their eco-friendly achievements and activities on social media.
- 4. Profile Editing:** Users can edit their profile information, including their name, email address, and password.

'EcoCycle' user profile prototypes

<https://www.figma.com/proto/WI085zE3fwRaF9Duysjyy9/Eco-Cycle?node-id=28-166&p=f&t=7jZTxpV40SEQrl4m-1&scaling=scale-down&content-scaling=fixed&page-id=28%3A164&starting-point-node-id=28%3A166>



'ArtFusion' sign-up page

<https://www.figma.com/proto/0BvThrCqcaAS4t4zeWN-7Pw/ArtFusion-sign-up?node-id=2-85&t=4b4e831AGrZ-twC4Z-1>

FIGMA

This project was inspired by a Daily UI prompt to design a sign-up page for an art showcasing event. The goal was to create a user-friendly and intuitive sign-up process for artists, while also providing a seamless user experience across various devices.

I approached this project by considering the needs of local artists, art students, and professional art organizations. I designed a 3-step sign-up form, a clear and concise landing page, and a confirmation page that encourages social sharing.

Case Study

BACKGROUND

ArtFusion is an annual art showcasing event that brings together local artists, galleries, and art enthusiasts. The event organizers want to create a user-friendly sign-up page for artists to submit their work for consideration.

GOALS

- Design an intuitive sign-up process for artists.
- Collect necessary information for event curation.
- Provide a seamless user experience across various devices.

TARGET AUDIENCE

- Demographics: Local artists, art students, and professional art organizations.
- Age range: 18-65
- Devices: Mobile phones, tablets, and desktop computers

USER FLOW

LANDING PAGE:

A brief introduction to ArtFusion, highlighting the event's mission and benefits for participating artists.

SIGN-UP FORM:

A 3-step form that collects:

1. Artist information (name, email, phone number)
2. Artwork details (title, medium, dimensions)
3. Submission requirements (image uploads, artist statement)

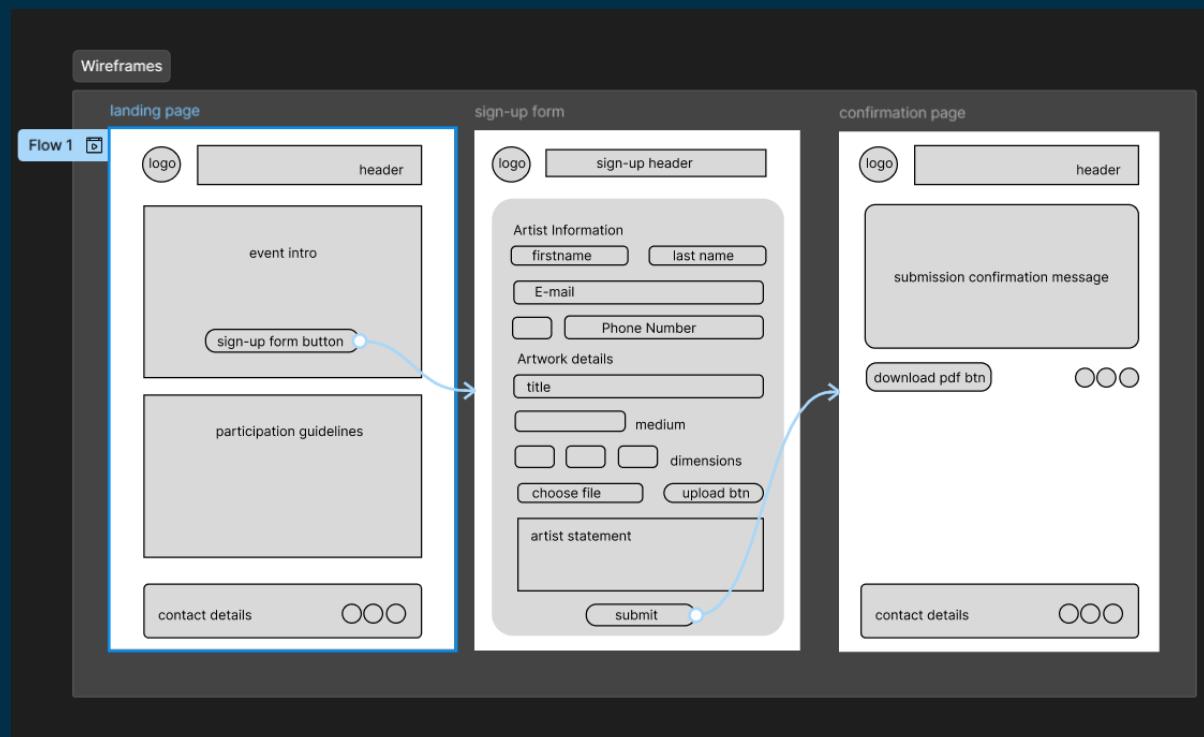
CONFIRMATION:

A success message with submission details and a call-to-action to share the event on social media.

ArtFusion sign-up page wireframes

<https://www.figma.com/proto/0BvThrCqcaAS4t4zeWN-7Pw/ArtFusion-sign-up?node-id=2-85&t=4b4e831AGrZ-twC4Z-1>

FIGMA



LANDING PAGE

- Header with event name and logo
- Hero image with a call-to-action (CTA) button
- Brief event description and benefits for participating artists
- Footer with contact information and social media links

SIGN-UP FORM

- **STEP 1: ARTIST INFORMATION**
 - Name
 - Email
 - Phone Number
- **STEP 2: ARTWORK DETAILS**
 - Title
 - Medium
 - Dimensions
 - Image upload
- **STEP 3: SUBMISSION REQUIREMENTS**
 - Artist statement
 - Additional comments or questions
 - CTA button to submit the form

CONFIRMATION PAGE

- Success message with submission details
- Call-to-action to share the event on social media
- Option to download a submission confirmation PDF

ArtFusion sign-up page prototypes

<https://www.figma.com/design/0BvThrCqcaAS4t4zeWN-7Pw/ArtFusion-sign-up?node-id=0-1&t=earnE7E0yooc-fYwU-1>

FIGMA

landing page

This year's event will feature a curated selection of artworks by emerging and established artists, live performances, and interactive installations.

Sign up!

By participating in ArtFusion, artists can:

1. Gain exposure: Showcase their work to a diverse audience of art enthusiasts, collectors, and industry professionals.
2. Connect with the art community: Network with fellow artists, galleries, and art organizations to build relationships and opportunities.
3. Enhance their portfolio: Receive professional feedback and criticism from our panel of esteemed judges.
4. Win awards and prizes: Compete for cash prizes, awards, and recognition in various categories.
5. Be part of a vibrant event: Contribute to a dynamic and engaging event that celebrates the best of local art.

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CONTACT US
Email: info@artfusion.com
Phone: 555-555-5555
Address: 123 Main St, Anytown, USA 12345

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sign-up form

Artist Information

First Name _____ Last Name _____
E-Mail _____ Phone _____
City _____ State _____ Zip _____

Artwork Details

Art-work Title _____
Medium _____
Dimensions length _____ width _____ height _____
choose file to upload _____ Upload _____

Please provide a brief statement (150-200 words) about your artistic vision, inspiration, and creative process.

Guidelines:

- Write in the first person (e.g., "I am inspired by...")
- Focus on your artistic philosophy and creative approach.
- Avoid listing your resume or exhibition history.
- Use clear and concise language.

Submit

confirmation page

Submission Successful!

Thank you for submitting your artwork to ArtFusion! We appreciate your interest in participating in our event.

Submission Details:

- **Artist Name:** [Artist Name]
- **Artwork Title:** [Artwork Title]
- **Medium:** [Medium]
- **Dimensions:** [Dimensions]
- **Submission Date:** [Submission Date]

Download as PDF

Next Steps:

- Our curators will review your submission and notify you of the selection results within the next three weeks.
- If selected, you will receive instructions on artwork drop-off, exhibition details, and other important information.

Stay Connected:

- Follow us on social media to stay updated on event news, behind-the-scenes insights, and more!

Thank you again for submitting to ArtFusion! We look forward to reviewing your artwork.

Best regards,
The ArtFusion Team

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CONTACT US
Email: info@artfusion.com
Phone: 555-555-5555
Address: 123 Main St, Anytown, USA 12345

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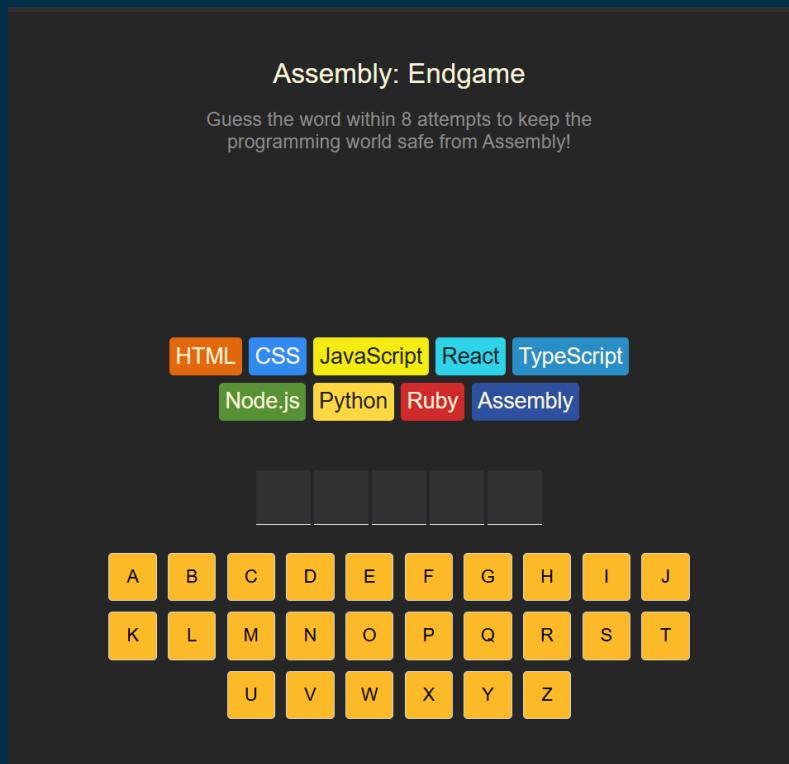
assembly: end game

https://github.com/codenameharsh/end_game

REACT.JS

HTML

CSS



A word-guessing game where players attempt to guess a randomly selected word within 8 attempts, while navigating a mysterious threat.

KEY FEATURES

- WORD GUESSING: Allows players to guess a word by suggesting letters.
- LIMITED ATTEMPTS: Players have 8 attempts to guess the word correctly.
- MYSTERIOUS THREAT: Each incorrect guess brings the player closer to "Assembly," a mysterious threat.
- COLORFUL DESIGN: Features a colorful, language-themed design.
- FAREWELL MESSAGES: Displays farewell messages in different languages as the player progresses.
- CELEBRATORY CONFETTI: Drops celebratory confetti when the player wins.

DEMONSTRATES EXPERTISE IN:

- Front-end development with HTML, CSS, and JavaScript
- DOM manipulation and event handling
- Responsive and accessible web design
- Game development and logic implementation
- User experience (UX) and user interface (UI) design

assembly: end game

https://github.com/codenameharsh/end_game

TECHNICAL IMPLEMENTATION

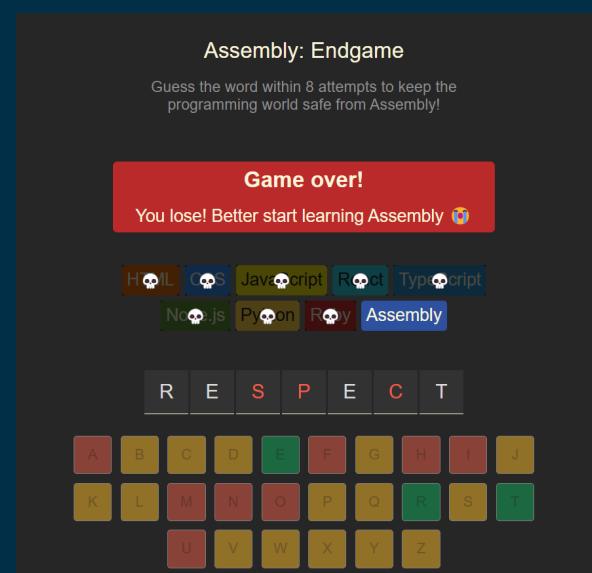
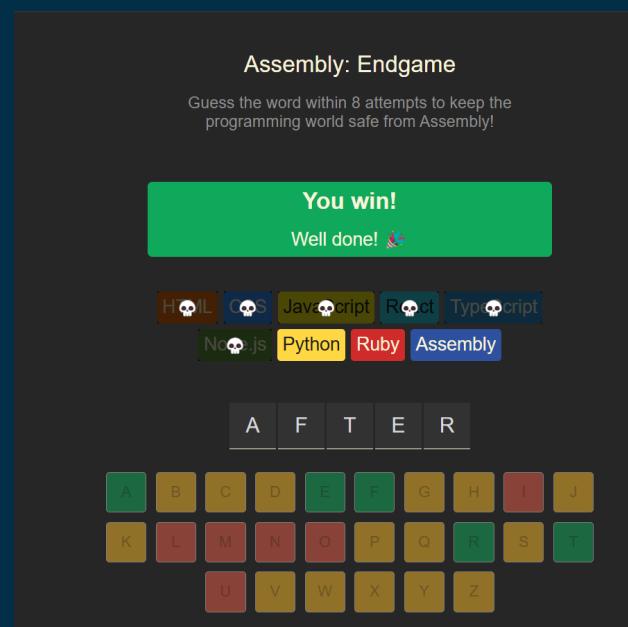
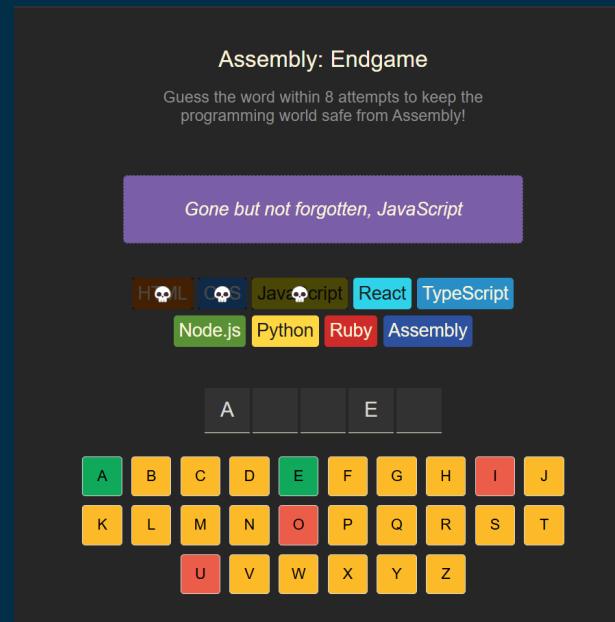
Assembly: Endgame is built using modern web technologies, including:

- **HTML STRUCTURE:** The game's HTML structure follows semantic markup principles, ensuring accessibility and readability.
- **CSS STYLING:** The game's CSS styling creates a visually appealing and responsive design.
- **JAVASCRIPT FUNCTIONALITY:** JavaScript is used to implement game logic, handle user input, and manipulate the DOM to display results.

EVENT HANDLING

The game handles two primary events:

- **KEYBOARD INPUT EVENT:** The game handles keyboard input events, allowing players to guess letters by typing.
- **BUTTON CLICK EVENT:** The game listens for button click events to initiate new games.



e-commerce website

https://github.com/codenameharsh/ecommerce_website

HTML

CSS

JAVASCRIPT

UI/UX PRINCIPLES

DEMONSTRATES EXPERTISE IN:

HTML Structure and Semantic Markup: The website's structure is built using HTML5 semantic elements, ensuring a solid foundation for search engine optimization (SEO) and accessibility.

CSS Styling and Layout: CSS3 is used to create a visually appealing design, with a focus on layout, typography, and responsive design.

JavaScript Functionality: Basic JavaScript is used to implement interactive elements, such as the mobile navigation toggle and other dynamic effects.

Responsive Web Design: The website is designed to be fully responsive, ensuring an optimal user experience across various devices, including desktops, laptops, tablets, and mobile phones.

E-commerce Website Design Principles and Best Practices: The website is designed with e-commerce best practices in mind, including clear navigation, prominent calls-to-action, and a seamless checkout process.

A FULLY FUNCTIONAL E-COMMERCE WEBSITE FEATURING:

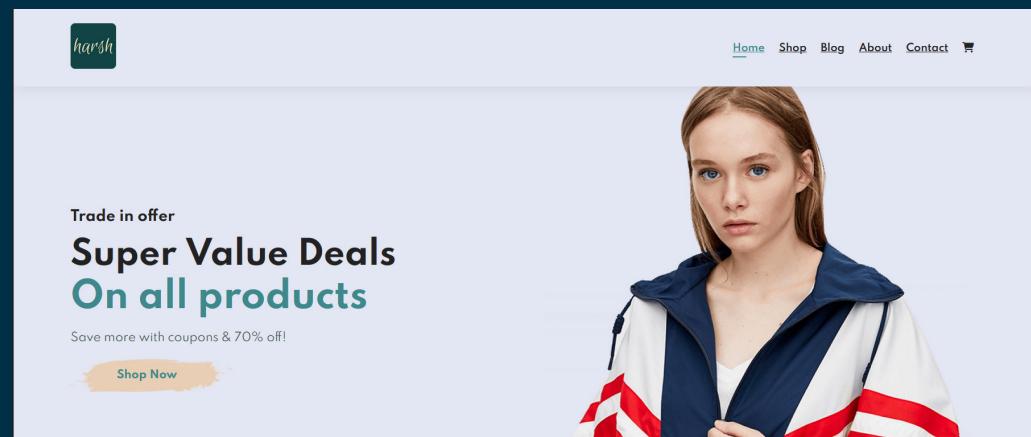
HEADER SECTION: Logo, navigation menu, shopping cart icon, and mobile toggle button

HOME/SHOP PAGE: Product grid with images, descriptions, prices, and shopping cart icons, along with pagination

ABOUT PAGE: Introduction to the company, video showcasing the app, features section highlighting benefits, and newsletter signup section

BLOG PAGE: Blog posts with images, headings, and summaries, along with pagination and newsletter signup section

FOOTER SECTION: Contact information, social media links, copyright notice, and links to About, My Account, and Install App sections



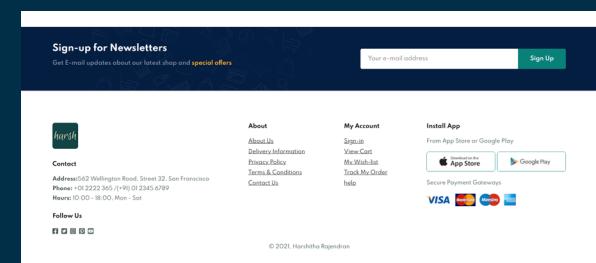
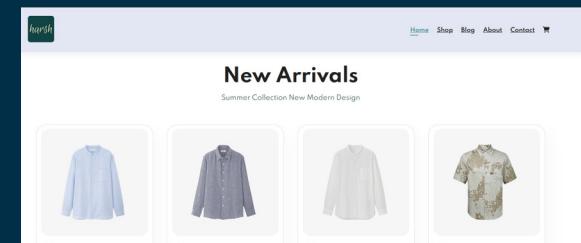
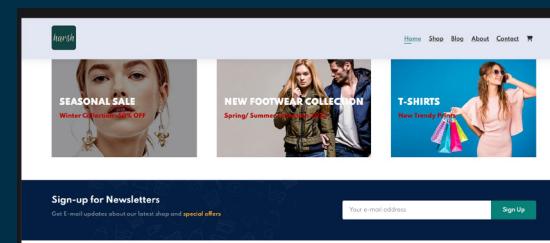
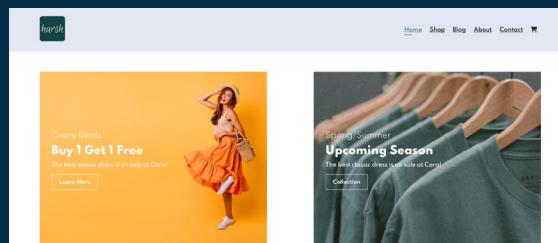
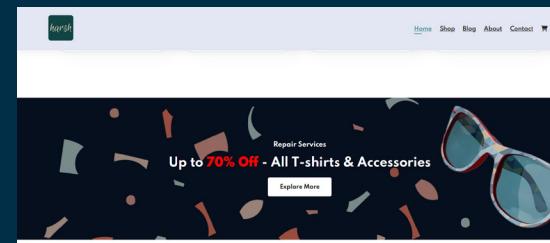
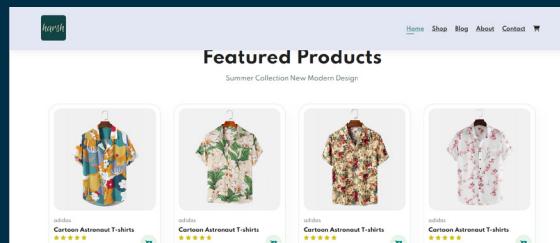
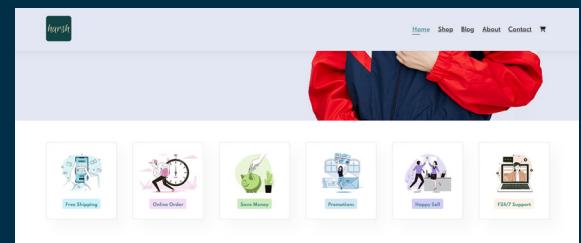
e-commerce website home page

https://github.com/codenameharsh/ecommerce_website

The home page showcases featured products, promotions, and a newsletter signup section to drive sales and engagement. It provides an exceptional user experience across various devices.

Header Section:

The header features a prominent logo, a navigation menu with links to main pages (Home, Shop, Blog, About, Contact), a shopping cart icon, and a mobile toggle button for responsive design.

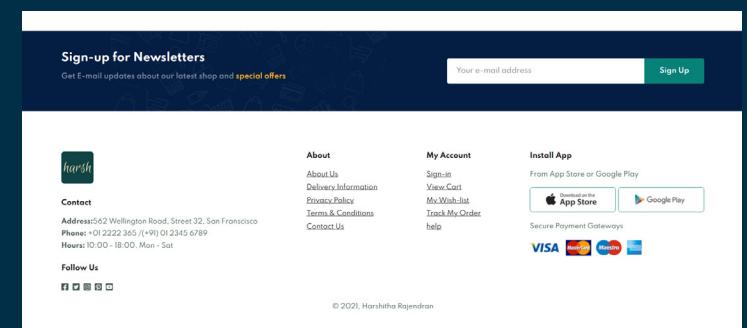
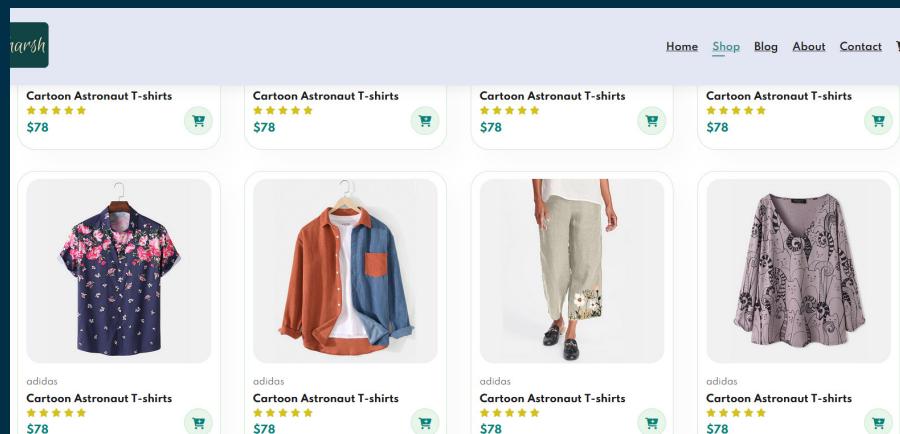
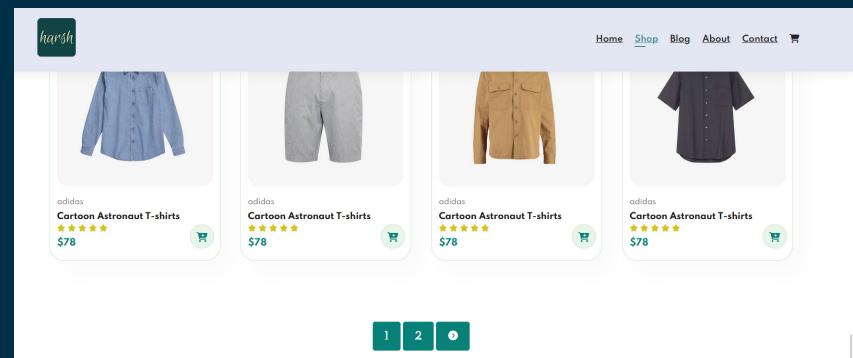
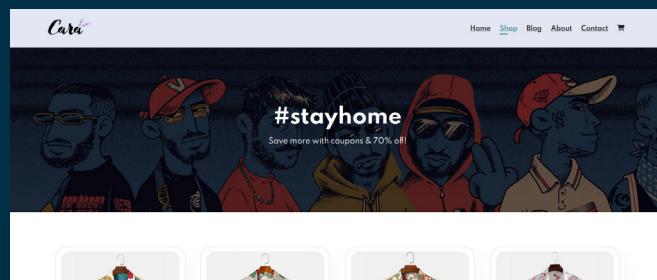


e-commerce website

shop page

https://github.com/codenameharsh/ecommerce_website

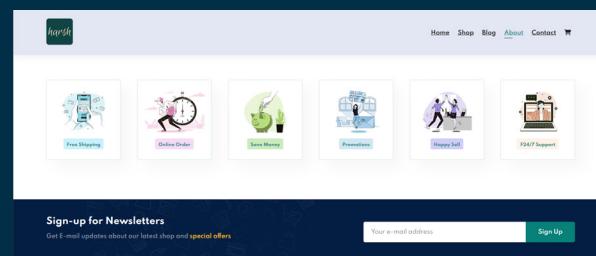
The shop page features a grid-based product layout with high-quality images, detailed descriptions, prices, and call-to-action buttons. Products are organized with pagination, allowing customers to easily browse and navigate through multiple pages. The page provides a seamless shopping experience across various devices.



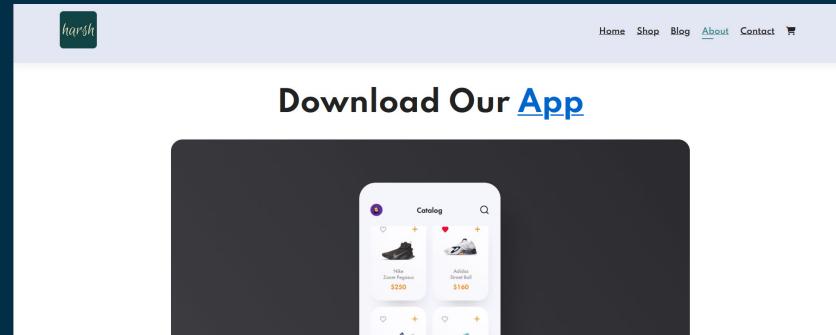
e-commerce website about page

https://github.com/codenameharsh/ecommerce_website

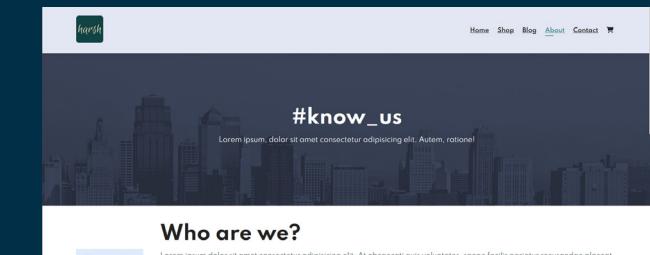
The page also highlights the company's features and benefits, such as free shipping, online ordering, and customer support. A newsletter signup section and social media links are also included to encourage engagement and community building.



A screenshot of the 'Who are we?' section. It features a dark background with a city skyline silhouette. The title '#know_us' is at the top, followed by a short paragraph of placeholder text. Below the text is a small illustration of a person working at a desk with a computer. A large heading 'Who are we?' is centered above another paragraph of placeholder text.



The About page provides an introduction to the company, showcasing its mission, values, and history. The page features a visually appealing design with a balance of text and images.



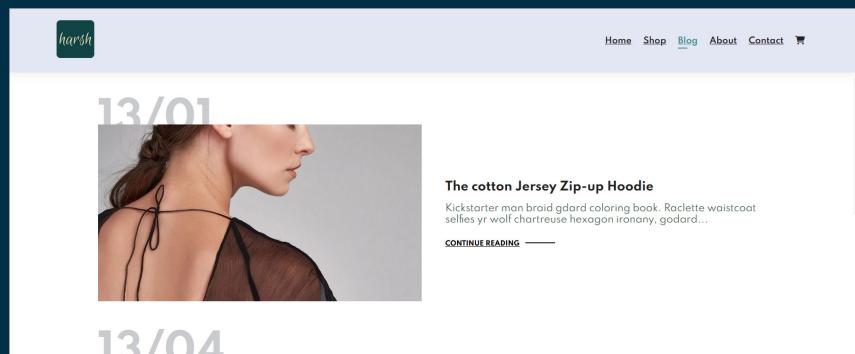
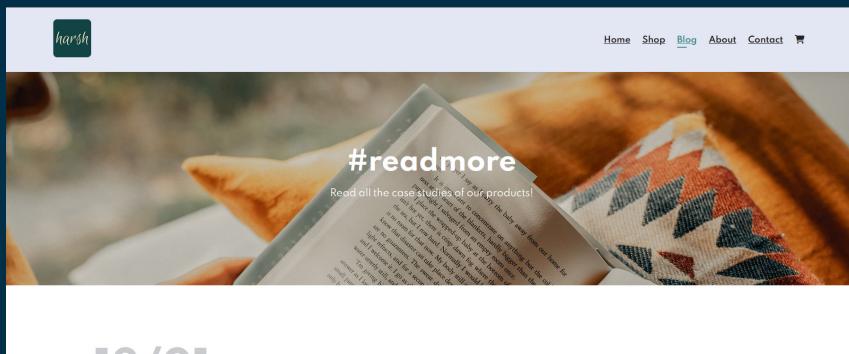
A screenshot of the full 'About' page. It includes a 'Sign-up for Newsletters' section with a placeholder for an email address and a 'Sign Up' button. Below that is a 'Contact' section with the company's address, phone number, and operating hours. To the right is a 'My Account' section with links to About Us, Services, Returns, Privacy Policy, Terms & Conditions, and Contact Us. Further right is an 'Install App' section with links to the App Store and Google Play, and a 'Secure Payment Gateways' section with logos for VISA, MasterCard, and American Express. At the bottom is a copyright notice for 2021.

e-commerce website blog page and footer

https://github.com/codenameharsh/ecommerce_website

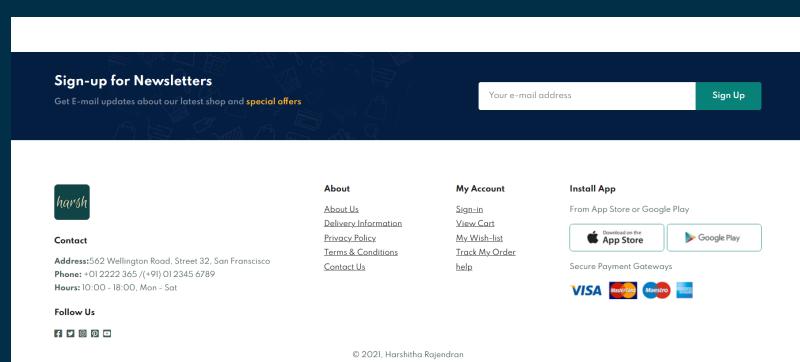
The Blog page features a collection of articles and stories about the latest trends, products, and company news.

The page displays a list of blog posts with images, headings, and summaries, making it easy for readers to browse and find topics of interest.



The Footer section provides essential information and links to help customers navigate and engage with the website. It includes contact details, social media links, and copyright information, as well as links to About, My Account, and Install App sections.

The footer is designed to be clean, simple, and easy to use, providing a positive ending to the user experience.



e-commerce shopping cart

https://github.com/codenameharsh/shopping_cart

HTML

CSS

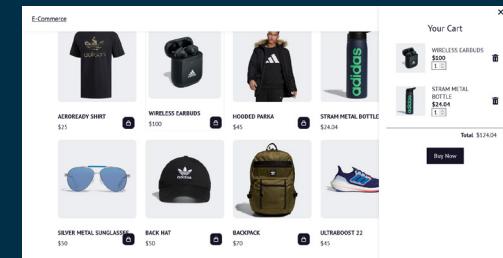
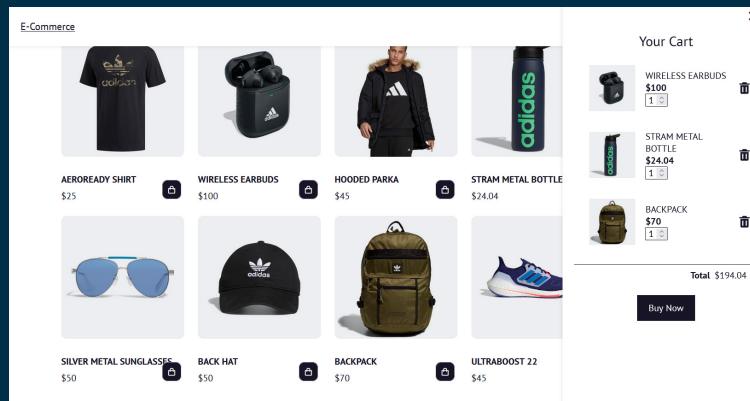
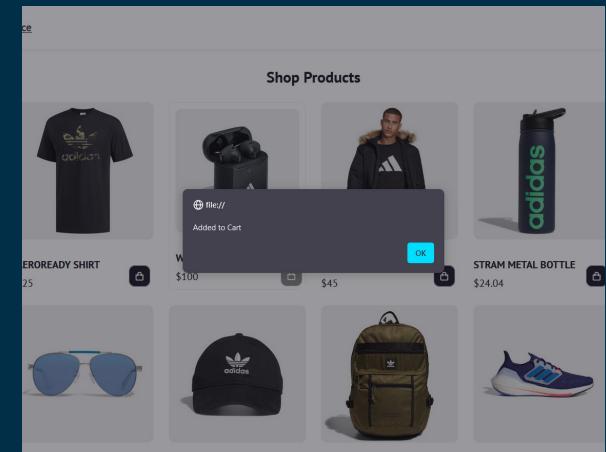
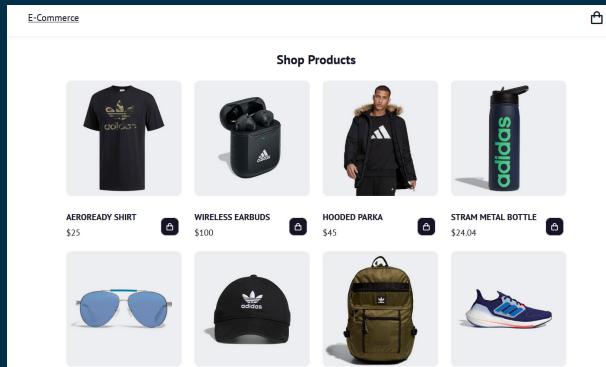
JAVASCRIPT

Demonstrates expertise in:

- HTML structure and semantic markup
- CSS styling for layout and design
- JavaScript functionality for cart interactions and calculations
- E-commerce website design principles and best practices
- DOM manipulation and event handling

A functional shopping cart implementation for an e-commerce website

- Add/remove products from cart
- Update quantity of products in cart
- Calculate total cost of products in cart
- "Buy now" functionality to clear cart



reading list app

https://github.com/codenameharsh/reading_list_app

HTML

CSS

JAVASCRIPT

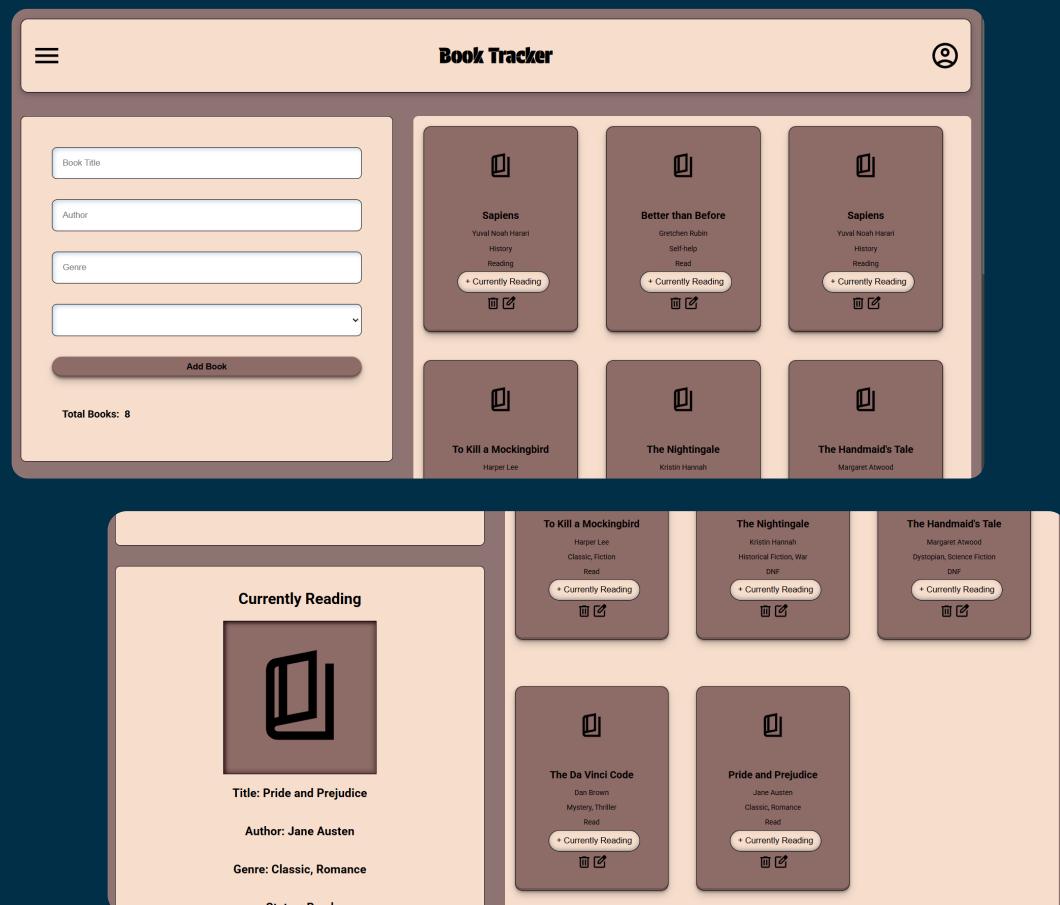
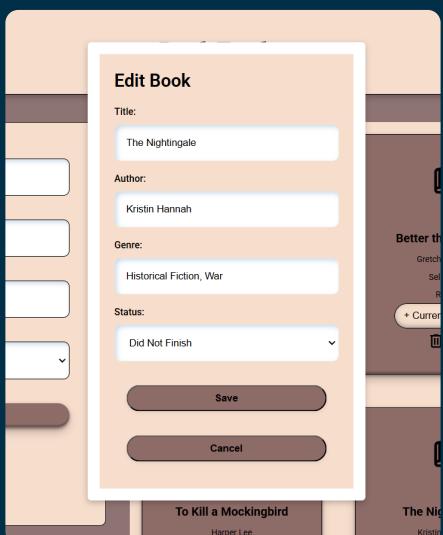
UI/UX

A library management system built with HTML, CSS, and JavaScript

- Book object constructor for storing book details
- Dynamic book display with add, remove, and edit functionality
- User input form for adding new books
- Read status toggle button for each book
- Data storage in a JavaScript array for easy manipulation

Demonstrates expertise in:

- Object-Oriented Programming (OOP) concepts
- DOM manipulation and event handling
- JavaScript array methods and data storage
- User interface design and user experience enhancement



AI recipe generator

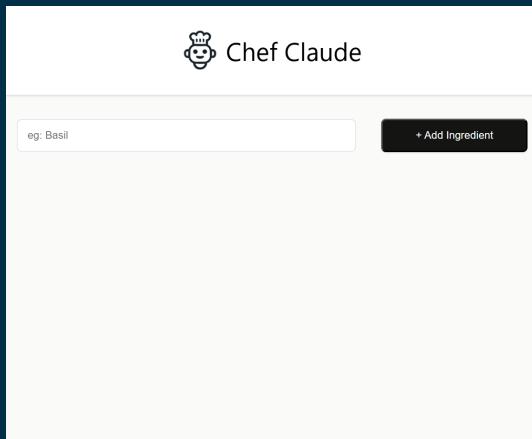
https://github.com/codenameharsh/AI_recipe_app

HTML

CSS

REACT.JS

HUGGINGFACE API



Demonstrates expertise in:

- React fundamentals (forms, useState, props, event listeners)
- Advanced React concepts (react objects, ternary operators, shared state)
- API integration and data handling (Hugging Face API)
- Dynamic styling and layout design (CSS)

A screenshot of the AI Recipe Generator's user interface after adding ingredients. It shows a "Ready for a recipe?" section with a "Get a Recipe" button. Below it, under "Chef Claude Recommends:", it says: "Based on the ingredients you have available, I would recommend making a simple a delicious Beef Bolognese Pasta. Here is the recipe:". The recipe title is "Beef Bolognese Pasta" and the ingredients list includes: 1 lb. ground beef, 1 onion, diced, 3 cloves garlic, minced, and 2 tablespoons tomato paste.

A React-based application utilizing the Hugging Face API to generate recipes based on user input

- Interactive form for users to input ingredients and preferences
- AI-powered recipe generation using Hugging Face API
- Dynamic display of generated recipes with ingredients and instructions
- Toggling state and conditional rendering for user-friendly interface

A screenshot of the AI Recipe Generator's user interface after adding ingredients. It shows a "Ready for a recipe?" section with a "Get a Recipe" button. Below it, under "Ingredients on hand:", it lists: beef, onion, tomatoes, and pasta. Under "Chef Claude Recommends:", it says: "Based on the ingredients you have available, I would recommend making a simple a delicious Beef Bolognese Pasta. Here is the recipe:". The recipe title is "Beef Bolognese Pasta" and the ingredients list includes: 1 lb. ground beef, 1 onion, diced, 3 cloves garlic, minced, and 2 tablespoons tomato paste.

travel journal

https://github.com/codenameharsh/travel_journal

HTML

CSS

REACT . JS

A React-based application for documenting and reflecting on travel experiences

- Interactive journal entries with text, images, and location tagging
- Map view for visualizing traveled destinations
- Filtering and sorting options for organizing entries
- User-friendly interface for adding, editing, and deleting entries

my travel journal

📍 JAPAN [View on Google Maps](#)

Mount Fuji

12 Jan, 2021 - 24 Jan, 2021

Mount Fuji is the tallest mountain in Japan, standing at 3,776 meters (12,380 feet). Mount Fuji is the single most popular tourist site in Japan, for both Japanese and foreign tourists.



📍 AUSTRALIA [View on Google Maps](#)

Sydney Opera House

27 May, 2021 - 8 Jun, 2021

The Sydney Opera House is a multi-venue performing arts centre in Sydney. Located on the banks of the Sydney Harbour, it is often regarded as one of the 20th century's most famous and distinctive buildings.



📍 NORWAY [View on Google Maps](#)

Geirangerfjord

01 Oct, 2021 - 18 Nov, 2021

The Geiranger Fjord is a fjord in the Sunnmøre region of Møre og Romsdal county, Norway. It is located entirely in the Stranda Municipality.



Demonstrates expertise in:

- React component architecture and state management
- User interface design and user experience enhancement
- Data storage and retrieval (local storage or API integration)
- Geolocation and mapping integration

sign-up form

https://github.com/codenameharsh/ToP_sign_up_form

HTML

CSS

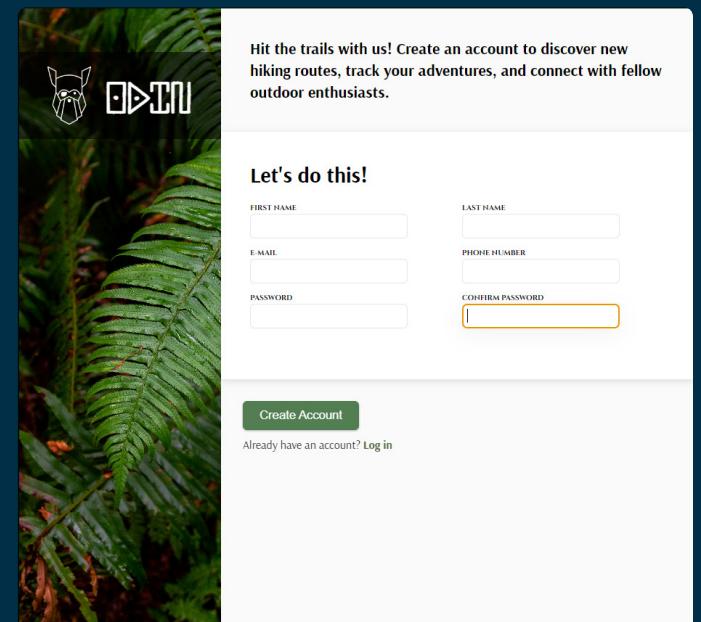


Demonstrates expertise in:

- HTML structure and semantic markup
- CSS styling and layout design
- Form design and validation techniques
- Asset integration and credit attribution

A static web page built with HTML and CSS, replicating a sign-up form design

- Responsive design for desktop devices
- Semi-transparent background for improved text readability
- Custom font and background image integration
- Form validation with CSS pseudo-classes (:invalid, :focus)



football team stats

https://github.com/codenamemaharsh/football_team_stats

HTML

CSS

JAVASCRIPT

A web-based application showcasing football team statistics, featuring:

- Team information and stats
- Filterable player list by position and nickname
- Search functionality to find players
- Interactive player cards with details

Team Stats

Team: Argentina Sport: Football Year: 1986 Head coach: Carlos Bilardo

Filter Teammates:

Sergio Almirón Position: forward Number: 1 Nickname: N/A	Ricardo Bochini Position: midfielder Number: 3 Nickname: El Bocha	Claudio Borghi Position: midfielder Number: 4 Nickname: Bichi	José Luis Brown Position: defender Number: 5 Nickname: Tata
Daniel Passarella Position: defender Number: 6 Nickname: El Gran Capitán	Jorge Burruchaga Position: forward Number: 7 Nickname: Burru	Néstor Clausen Position: defender Number: 8 Nickname: N/A	José Luis Cuciuffo Position: defender Number: 9 Nickname: El Cuchu
(Captain) Diego Maradona Position: midfielder Number: 10 Nickname: El Pibe de Oro	Jorge Valdano Position: forward Number: 11 Nickname: The Philosopher of Football	Héctor Enrique Position: midfielder Number: 12 Nickname: N/A	Oscar Garré Position: defender Number: 13 Nickname: N/A

Team Stats

Team: Argentina Sport: Football Year: 1986 Head coach: Carlos Bilardo

Filter Teammates:

© Harshitha Rajendran

(Captain) Diego Maradona Position: midfielder Number: 10 Nickname: El Pibe de Oro
--

Demonstrates expertise in:

- HTML structure and semantic markup
- CSS styling for layout and design
- JavaScript functionality for interactivity and dynamic effects
- Web application design principles and best practices
- Responsive web design for mobile and desktop devices

Team Stats

Team: Argentina Sport: Football Year: 1986 Head coach: Carlos Bilardo

Filter Teammates:

Ricardo Bochini Position: midfielder Number: 3 Nickname: El Bocha	Claudio Borghi Position: midfielder Number: 4 Nickname: Bichi	José Luis Brown Position: defender Number: 5 Nickname: Tata	Daniel Passarella Position: defender Number: 6 Nickname: El Gran Capitán
Jorge Burruchaga Position: forward Number: 7 Nickname: Burru	José Luis Cuciuffo Position: defender Number: 9 Nickname: El Cuchu	(Captain) Diego Maradona Position: midfielder Number: 10 Nickname: El Pibe de Oro	Jorge Valdano Position: forward Number: 11 Nickname: The Philosopher of Football
Luis Islas Position: goalkeeper Number: 15 Nickname: El loco	Oscar Ruggeri Position: defender Number: 19 Nickname: El Cabezon	Marcelo Trobbiani Position: midfielder Number: 21 Nickname: Celeste	

tenzies

<https://github.com/codenameharsh/tenzies>

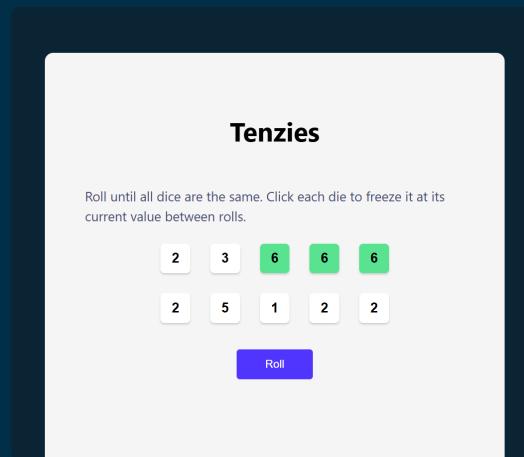
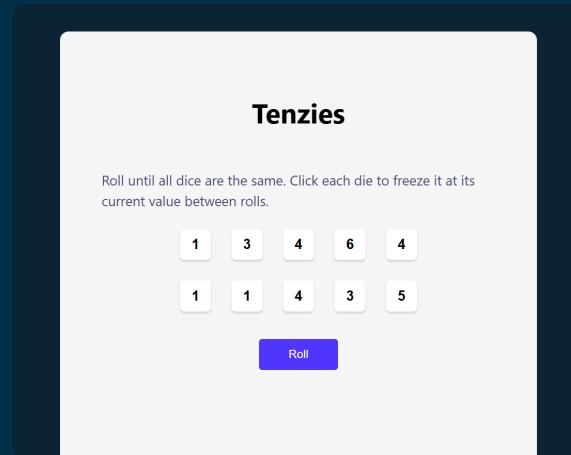
HTML

CSS

REACT.JS

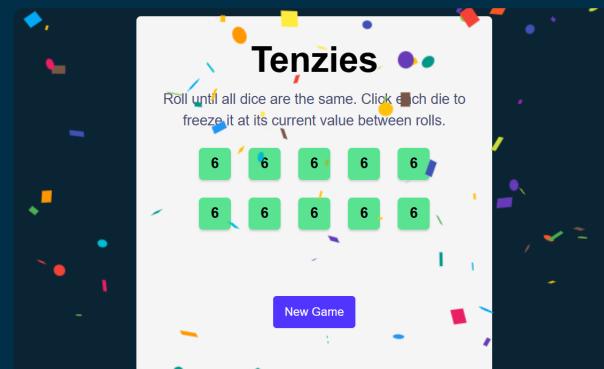
A dice game where players aim to roll ten matching dice

- Console-based gameplay with automatic win and tie detection
- Dynamic gameboard rendering to the DOM
- Player input handling with validation to prevent invalid moves
- Customizable player names and restart functionality
- Display of game results and final score



Demonstrates expertise in:

- React state management and hooks
- Event handling and DOM manipulation
- CSS animations and styling
- Game logic implementation and algorithm design



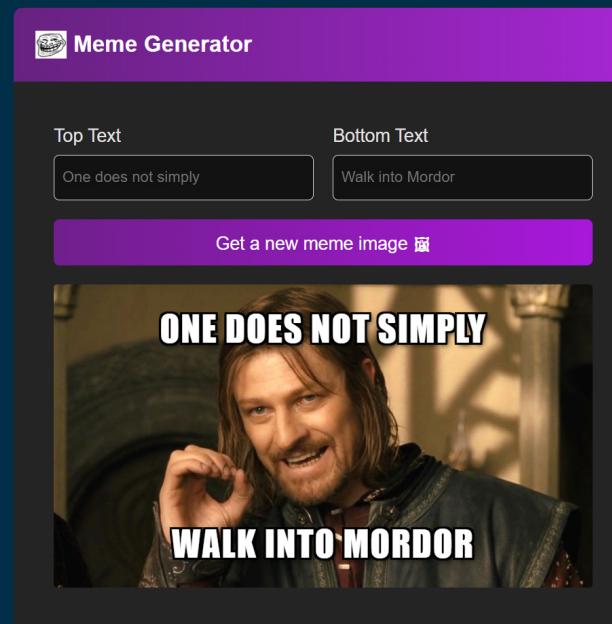
meme generator

https://github.com/codenameharsh/meme_generator

HTML

CSS

REACT.JS

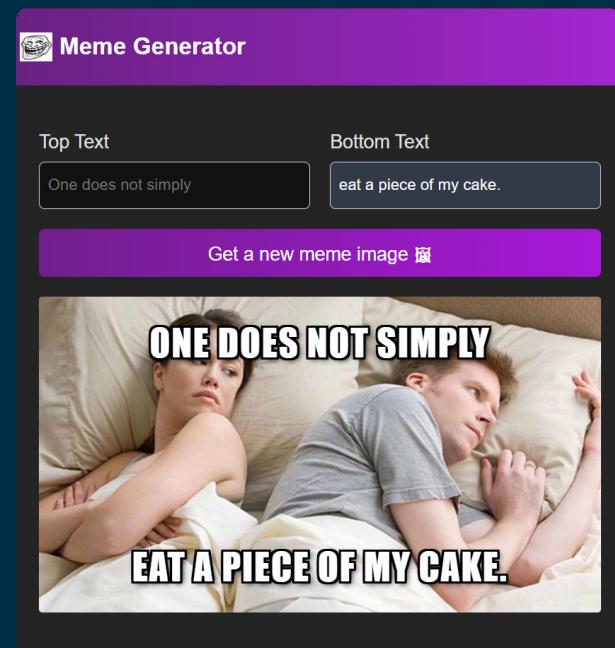


Demonstrates expertise in:

- React component architecture and state management
- API integration and data handling
- User interface design and user experience enhancement

A web-based meme generator built with React.js

- Utilizes useState and useEffect for dynamic state management
- Integrates APIs for accessing meme images
- Generates random image templates for meme creation
- Customizable captions with text input and styling options
- Downloadable meme images



tic-tac-toe

https://codenameharsh.github.io/tic_tac_toe/

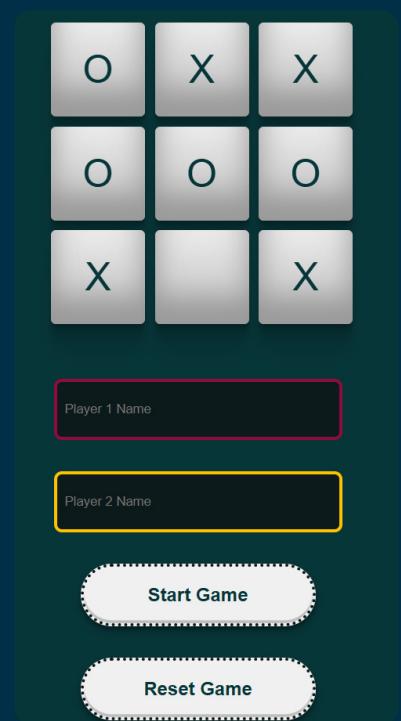
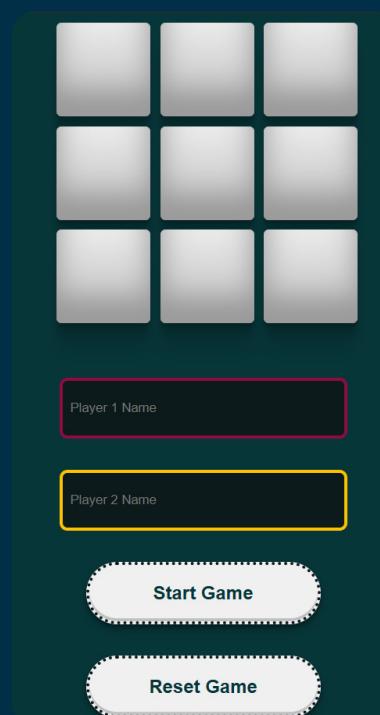
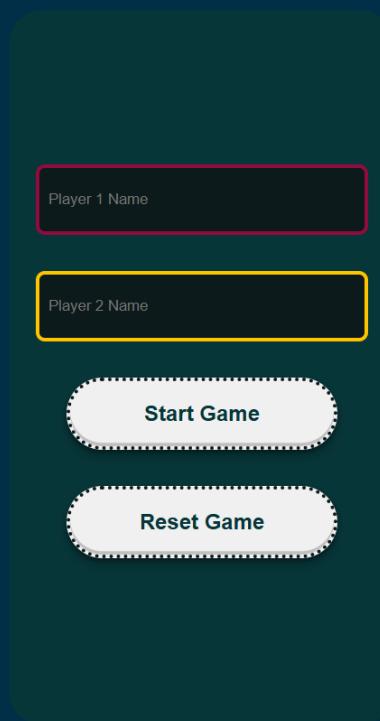
HTML

CSS

JAVASCRIPT

Demonstrates expertise in:

- Modular JavaScript development with factories and IIFE
- DOM manipulation and event handling
- Game logic implementation and algorithm design
- User interface design and user experience enhancement



A Tic Tac Toe game you can play in your browser!

- Console-based gameplay with automatic win and tie detection
- Dynamic gameboard rendering to the DOM
- Player input handling with validation to prevent invalid moves
- Customizable player names and restart functionality
- Display of game results and final score

character counter

https://github.com/codenameharsh/character_counter

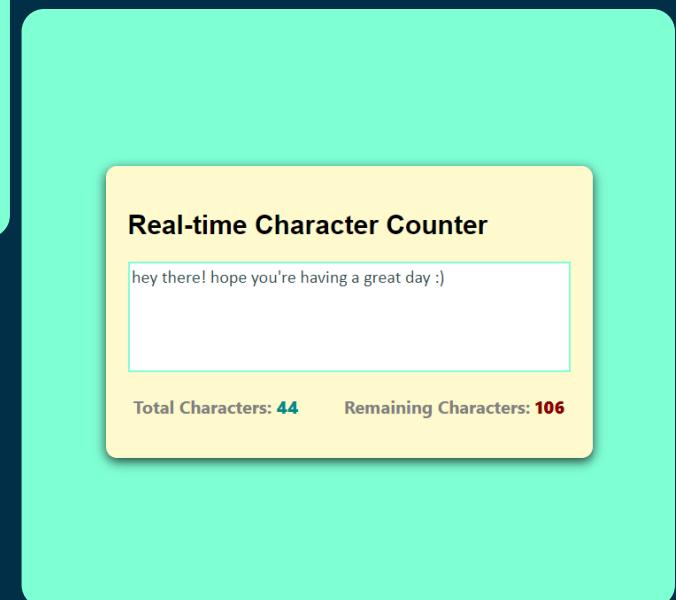
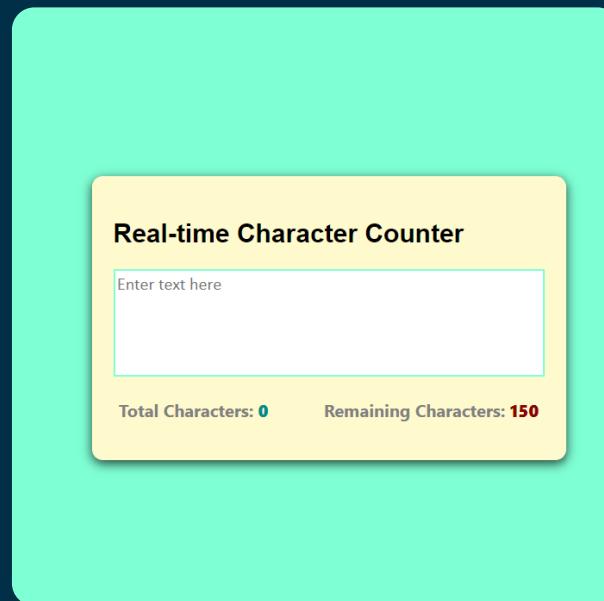
HTML

CSS

JAVASCRIPT

A web-based application that provides instant character counting for a given text input

- Real-time character count display
- Total and remaining character counters
- Maximum character limit (150) enforced



Demonstrates expertise in:

- JavaScript event handling (keyup event)
- DOM manipulation and element selection
- Basic CSS styling for layout and design
- HTML structure and semantic mark-up

black jack simulator

https://github.com/codenameharsh/black_jack

HTML

CSS

JAVASCRIPT

Demonstrates expertise in:

- JavaScript functions, conditionals, and loops
- DOM manipulation and event handling
- Basic CSS styling for layout and design
- HTML structure and semantic markup

A web-based Blackjack game simulator built with HTML, CSS, and JavaScript

- Interactive gameplay with start and draw card functionality
- Real-time updates of card values, sum, and game status
- Customizable player name display
- Basic win/loss conditions (Blackjack, bust, etc.)



color flipper

https://github.com/codenameharsh/color_flipper

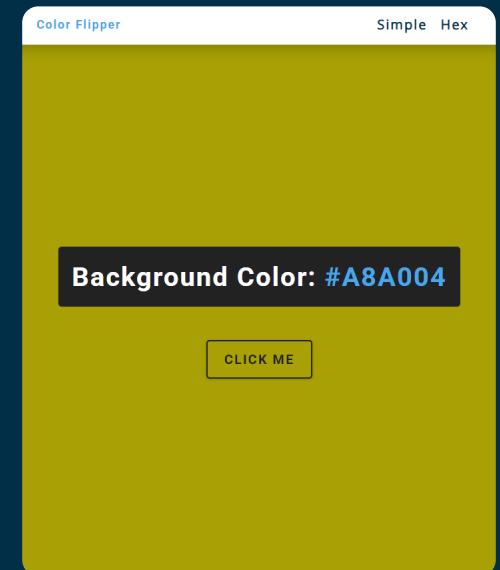
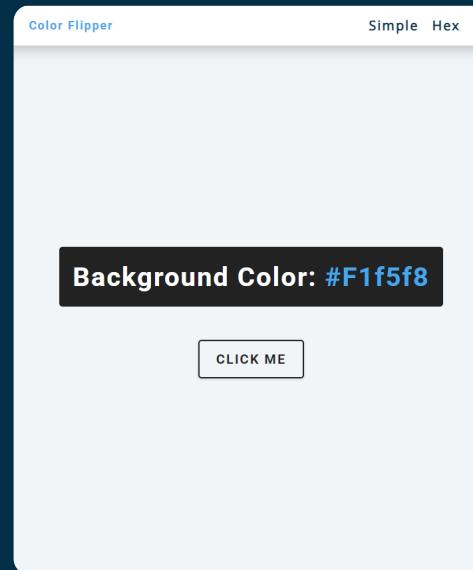
HTML

CSS

JAVASCRIPT

A web-based application that generates random colors and updates the background color of the page

- Simple mode: generates random colors from a predefined list
- Hex mode: generates random hex colors
- Color display and background color update



Demonstrates expertise in:

- JavaScript event handling and DOM manipulation
- Random number generation and color formatting
- Basic CSS styling for layout and design
- HTML structure and semantic markup

dragon repeller game

https://github.com/codenameharsh/role_playing_game

HTML

CSS

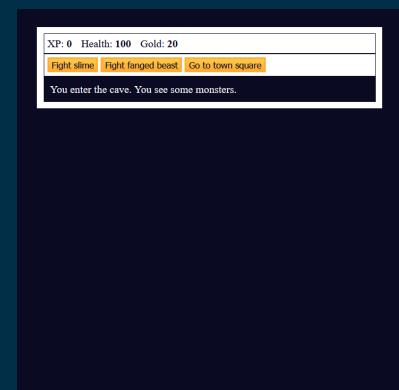
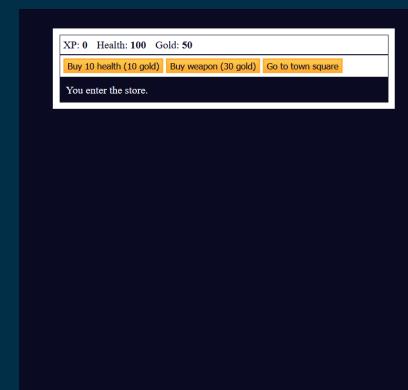
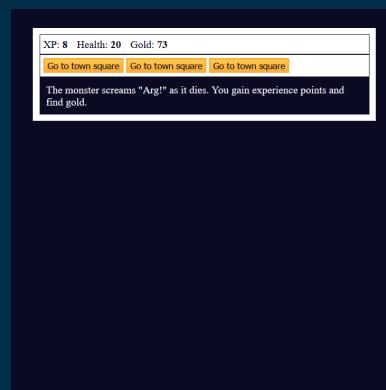
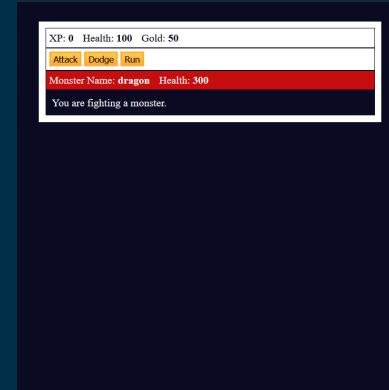
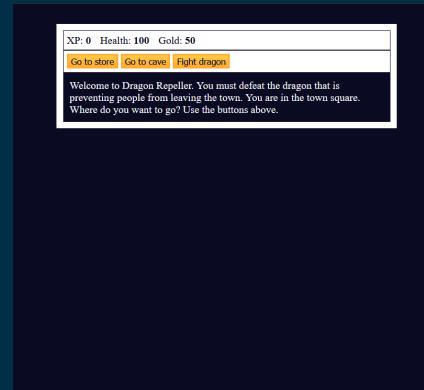
JAVASCRIPT

A text-based adventure game where the player must defeat a dragon to win

- Player stats (XP, health, gold)
- Interactive buttons for navigation and actions
- Fighting mechanics with monsters and a dragon
- Store to buy health and weapons
- Easter egg mini-game

Demonstrates expertise in:

- HTML structure and semantic markup
- CSS styling for layout and design
- JavaScript functionality for game logic and interactivity
- Game design principles and best practices
- Responsive web design for mobile and desktop devices



multiplication quiz

https://github.com/codenameharsh/multiplication_quiz

HTML

CSS

JAVASCRIPT

A simple math quiz app testing users' multiplication skills

- Randomly generated multiplication questions
- User input for answers
- Score tracking with local storage
- Correct/incorrect feedback



palindrome checker

https://github.com/codenameharsh/palindrome_checker

HTML

CSS

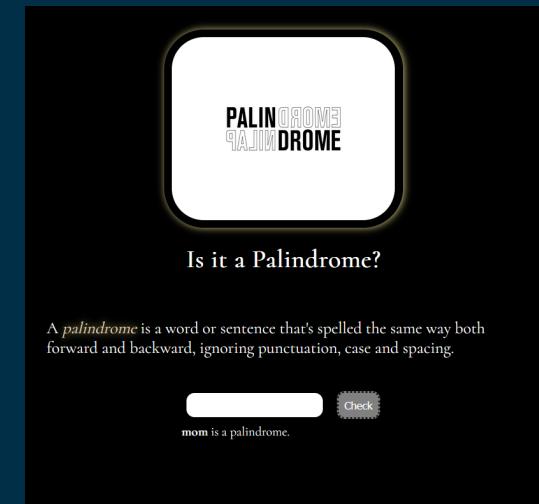
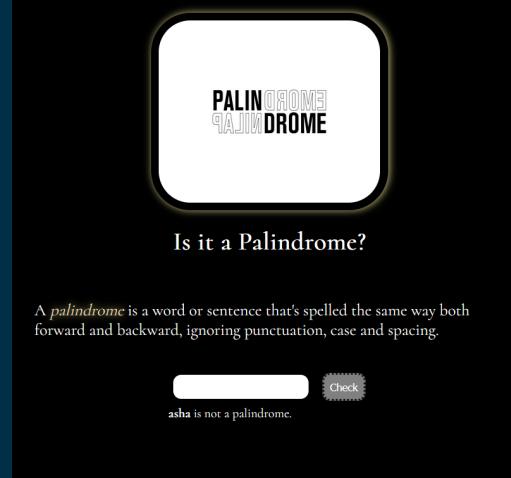
JAVASCRIPT

Demonstrates expertise in:

- Follows semantic markup principles to ensure accessibility and readability.
- Employs CSS to create a visually appealing and responsive design.
- Utilizes JavaScript to implement the palindrome check logic, handle user input, and manipulate the DOM to display results.
- Listens for button click events to initiate the palindrome check.
- Handles keyboard input events, allowing users to perform checks by pressing the Enter key.

A user-friendly web application designed to check if a given text is a palindrome

- Allows users to enter a text string to check for palindrome.
- Performs case-insensitive comparison to ensure accurate results.
- Ignores spaces, punctuation, and other non-alphanumeric characters during the palindrome check.
- Displays the result with the original input text, indicating whether it's a palindrome or not.
- Automatically clears the input field after each check, enabling users to perform multiple checks efficiently.



tabbed content application

<https://github.com/codenameharsh/tabs>

HTML

CSS

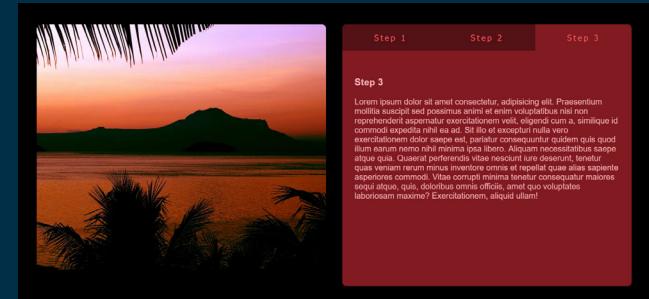
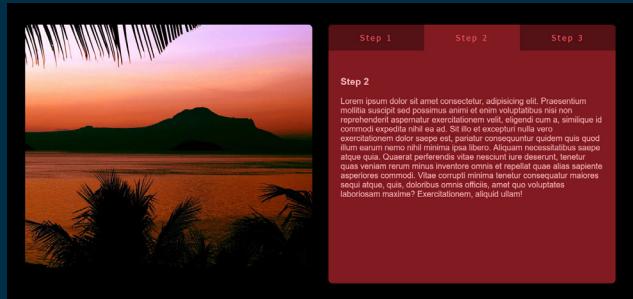
JAVASCRIPT

Demonstrates expertise in:

- HTML structure and semantic markup
- CSS styling for layout, design, and responsiveness
- JavaScript functionality for tab interactions and content display
- DOM manipulation and event handling
- User interface (UI) design principles for intuitive tab navigation
- User experience (UX) design for seamless content display
- Responsive web design (RWD) for adaptable layout and visual elements
- Visual design elements, including color scheme, typography, and imagery
- Interactive design elements, including hover effects, transitions, and animations

A fully responsive and interactive web application designed to showcase tabbed content

- The application features three distinct tabs, each associated with a specific content section.
- Clicking a tab triggers the display of its corresponding content section, while styling the tab as active.
- Content sections are dynamically hidden or displayed based on tab interactions, ensuring a clutter-free and organized user interface.
- The application boasts a responsive design, adapting effortlessly to various devices and screen sizes, including desktops, laptops, tablets, and mobile phones.



digital clock application

https://github.com/codenameharsh/digital_clock

HTML

CSS

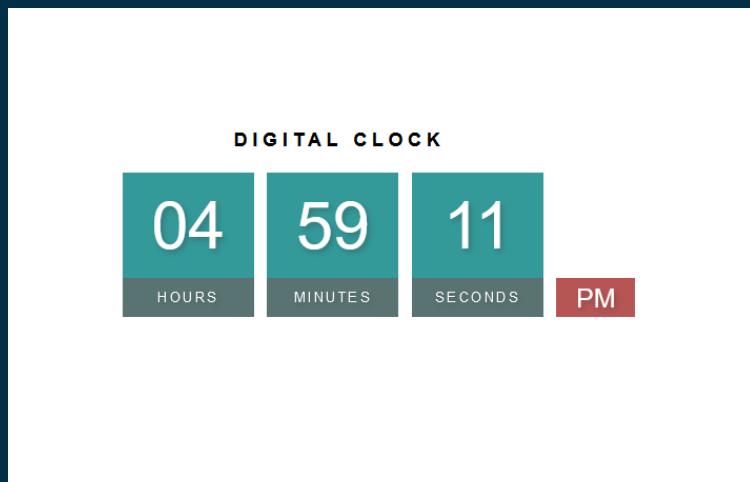
JAVASCRIPT

Demonstrates expertise in:

- HTML structure and semantic markup
- CSS styling for layout, design, and responsiveness
- JavaScript functionality for real-time time display and updates
- DOM manipulation and event handling
- User interface (UI) design principles for clear time display
- User experience (UX) design for seamless time updates
- Responsive web design (RWD) for adaptable layout and visual elements
- Visual design elements, including color scheme, typography, and background imagery
- Interactive design elements, including text shadows and opacity

A real-time digital clock application showcasing the current time in hours, minutes, and seconds, along with an AM/PM indicator.

- The application displays the current time in real-time, updating every second.
- The clock follows a 12-hour time format, displaying hours from 1 to 12, along with an AM/PM indicator.
- The application utilizes the JavaScript Date object to retrieve the current time, ensuring accuracy and reliability.
- The clock updates dynamically every second, using the setTimeout() function to schedule the next update.



drum kit simulator

https://github.com/codenamemaharsh/drum_kits

HTML

CSS

JAVASCRIPT



A interactive drum kit simulator application featuring a variety of drum sounds and responsive design

- Four drum kits with distinct sounds: crash, kick, snare, and tom
- Clickable buttons to play drum sounds
- Keyboard shortcuts to play drum sounds using corresponding keys
- Visual effects on button click and key press
- Responsive design for desktop and mobile devices

Demonstrates expertise in:

- HTML structure and semantic markup
- CSS styling for layout, design, and responsiveness
- JavaScript functionality for dynamic element creation and event handling
- DOM manipulation and audio playback
- User interface (UI) design principles for intuitive interaction
- User experience (UX) design for engaging and immersive experience
- Responsive web design (RWD) for adaptable layout and visual elements
- Visual design elements, including typography, imagery, and color scheme
- Interactive design elements, including hover effects, transitions, and animations



video trailer pop-up

https://github.com/codenamemeharsh/video_trailer_popup

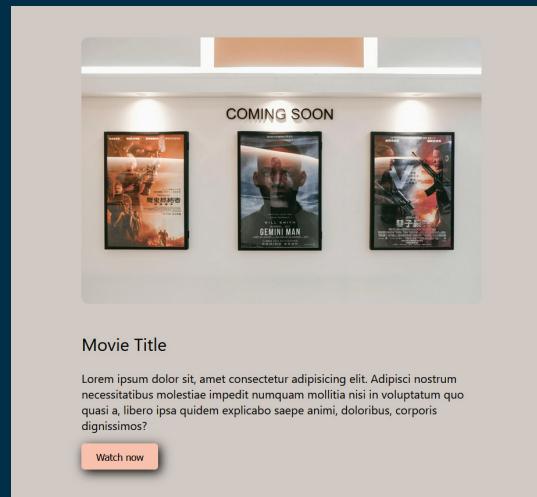
HTML

CSS

JAVASCRIPT

A responsive web application featuring a movie trailer pop-up with interactive elements

- Movie thumbnail, title, and description
- "Watch now" button to trigger trailer pop-up
- Trailer pop-up with video player and close icon
- Responsive design for desktop and mobile devices



Demonstrates expertise in:

- HTML structure and semantic markup
- CSS styling for layout, design, and responsiveness
- JavaScript functionality for interactive elements and event handling
- DOM manipulation and video playback control
- User interface (UI) design principles for intuitive interaction
- User experience (UX) design for engaging and immersive experience
- Responsive web design (RWD) for adaptable layout and visual elements
- Visual design elements, including typography, imagery, and color scheme
- Interactive design elements, including hover effects, transitions, and animations

blurred background pop-up

https://github.com/codenamemaharsh/blurred_background_popup

HTML

CSS

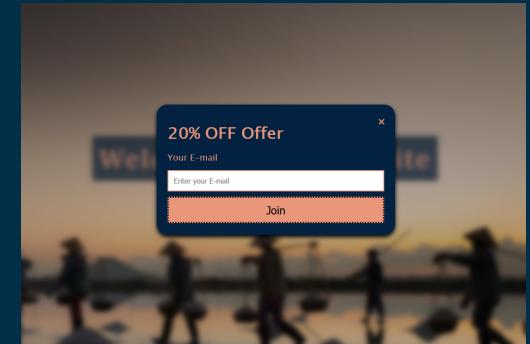
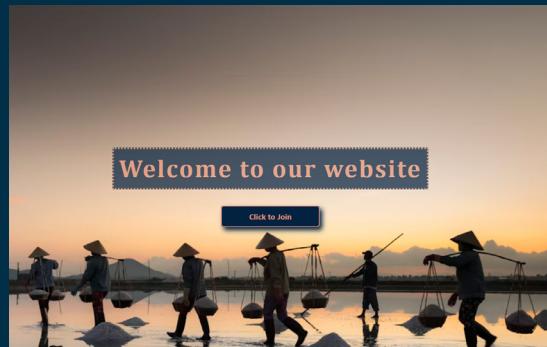
JAVASCRIPT

Demonstrates expertise in:

- HTML structure and semantic markup for accessible pop-up containers
- CSS styling for layout, design, and responsiveness, including blurred background effects
- JavaScript functionality for interactive pop-up elements and event handling
- DOM manipulation and class toggling for dynamic pop-up display
- User interface (UI) design principles for intuitive pop-up interaction
- User experience (UX) design for engaging and immersive pop-up experiences
- Responsive web design (RWD) for adaptable pop-up layouts and visual elements
- Visual design elements, including typography, color scheme, and imagery for effective pop-up design
- Interactive design elements, including hover effects, transitions, and animations for enhanced pop-up interactivity

A responsive web application featuring a blurred background pop-up with interactive elements

- Welcome message with call-to-action button
- Blurred background effect on button click
- Pop-up container with offer message, email input, and join button
- Close icon to dismiss pop-up
- Responsive design for desktop and mobile devices



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 (Logo Design)
3. AURA (Brand Identity & Look book)
4. MADRAS MERCH (print-on-demand-designs)

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

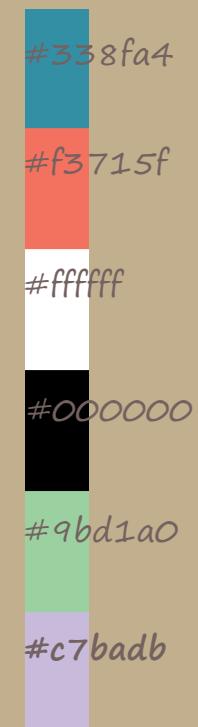
kiddo kraft

color palette and mood board

ADOBE ILLUSTRATOR



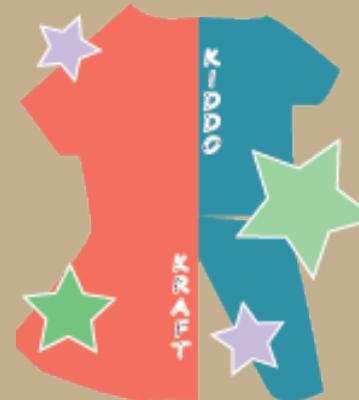
theme: 'playful comfort'



kiddo kraft

logo design

ADOB E ILLUSTRATOR



kiddo kraft

social media graphics

ADOBE ILLUSTRATOR



kiddo kraft

final selections

ADDOBE ILLUSTRATOR



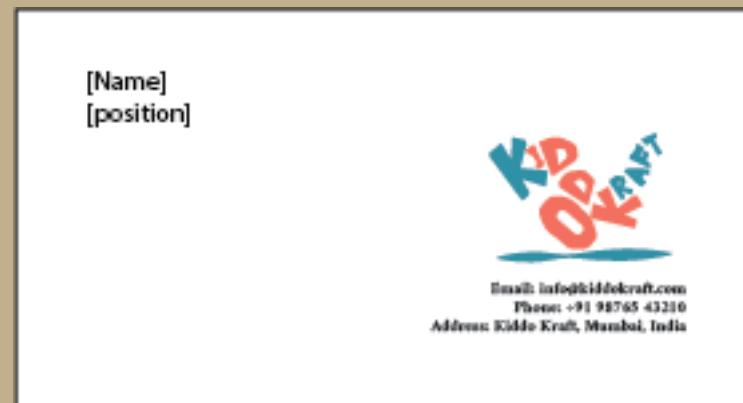
kiddo kraft

letterhead & card

ADobe ILLUSTRATOR



Email: info@kiddokraft.com
Phone: +91 98765 43210
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



#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

ADOBE 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.

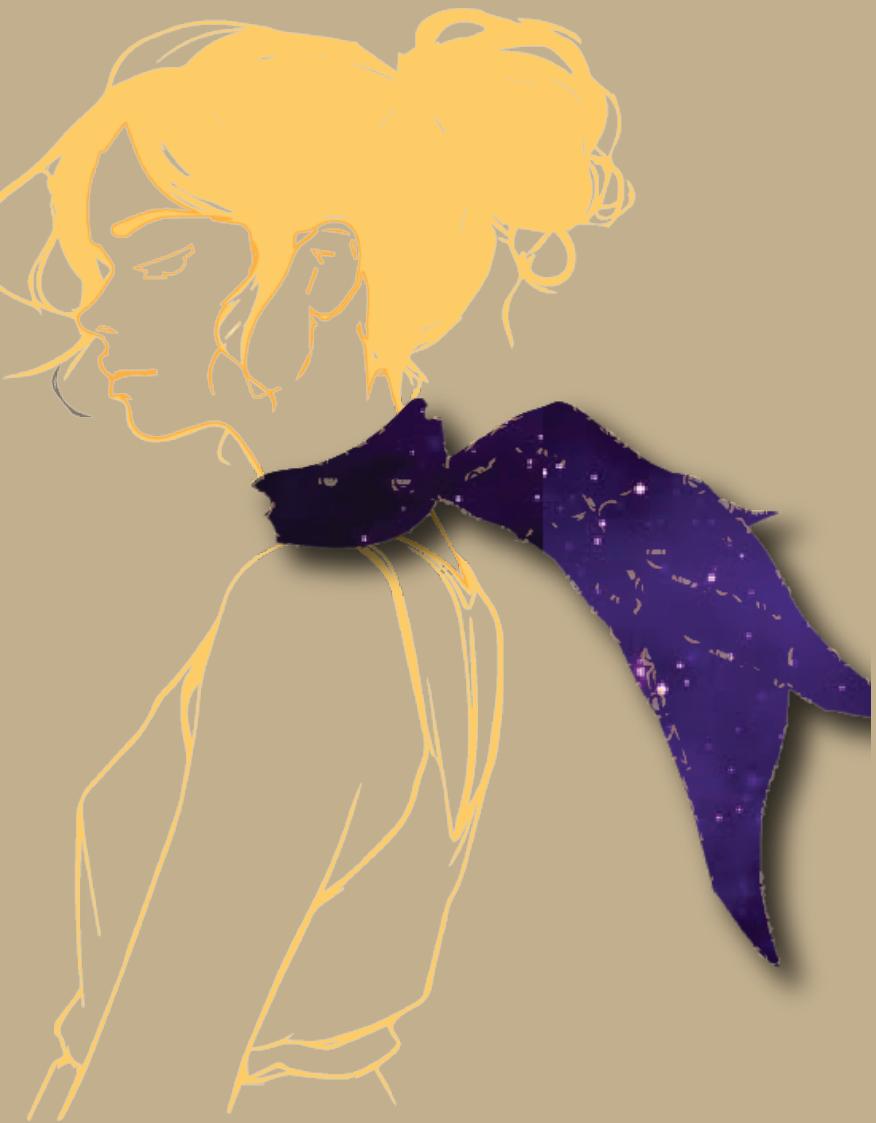
The color palette features a deep, rich blue (#15193C) that evokes the mystery of the night sky.

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.

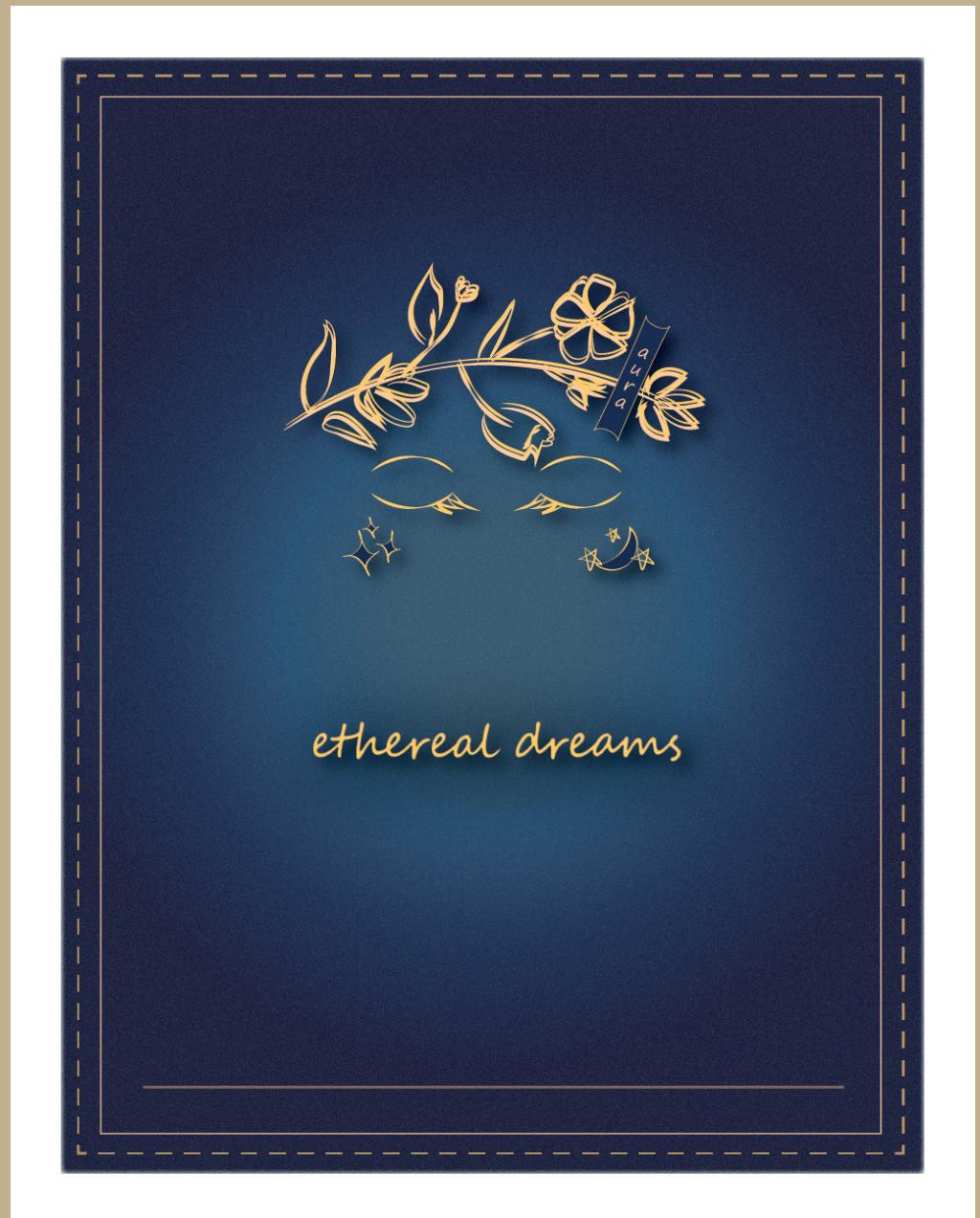


AURA

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

ADOB E ILLUSTRATOR

ADOB E 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.



MADRAS MERCH

print-on-demand designs

ADOBE ILLUSTRATOR

ADOBE INDESIGN

BRAND NAME: Madras Merch

TAGLINE: Wear Your Chennai Pride

BRAND DESCRIPTION:

Madras Merch is an online t-shirt store that celebrates the vibrant culture and spirit of Chennai. Our designs are inspired by the city's rich history, stunning architecture, and lively atmosphere.

PROJECT OVERVIEW:

Design 10 unique print-on-demand designs for Madras Merch, an online t-shirt store celebrating Chennai's vibrant culture. The designs should reflect the city's rich history, stunning architecture, and lively atmosphere.

DELIVERABLES

- **10 Unique Designs:** 10 high-resolution print-on-demand designs in various formats (PNG, JPEG, SVG).
- **Design Files:** Source files for each design (AI, PSD, or Sketch).
- **Color Profiles:** Color profiles for each design, ensuring accurate color representation.
- **Design Style Guide:** A brief style guide outlining the design principles, typography, and color palette used in the project.
- **Design Variations:** 2-3 variations of each design, catering to different tastes and preferences.

DESIGN REQUIREMENTS

- **Resolution:** 300 DPI
- **Color Mode:** CMYK
- **File Formats:** PNG, JPEG, SVG
- **Design Size:** 12 x 12 inches

MADRAS MERCH

1. 'MADRAS FILTER KAAPI'

COLOR PROFILE & PALETTE

The dominant colors used in the design are:

Black (RGB: 0, 0, 0) - Background and outlines.

White (RGB: 255, 255, 255) - Text and highlights.

Dark Gray (RGB: 83, 84, 86) - Metallic shading of the filter.

Deep Brown (RGB: 25, 21, 21) - Shadows and text accents.

Warm Coffee Brown (RGB: 170, 94, 42) - Coffee splash background.

DESIGN PRINCIPLES

Minimalist & Realistic: Simple yet effective shading and highlights to depict depth.

Cultural Identity: The design represents the famous Madras filter coffee with an informative, labeled diagram.

TYPOGRAPHY

Handwritten Script: Used for "Madras Filter Kaapi" to add a casual, personal feel.

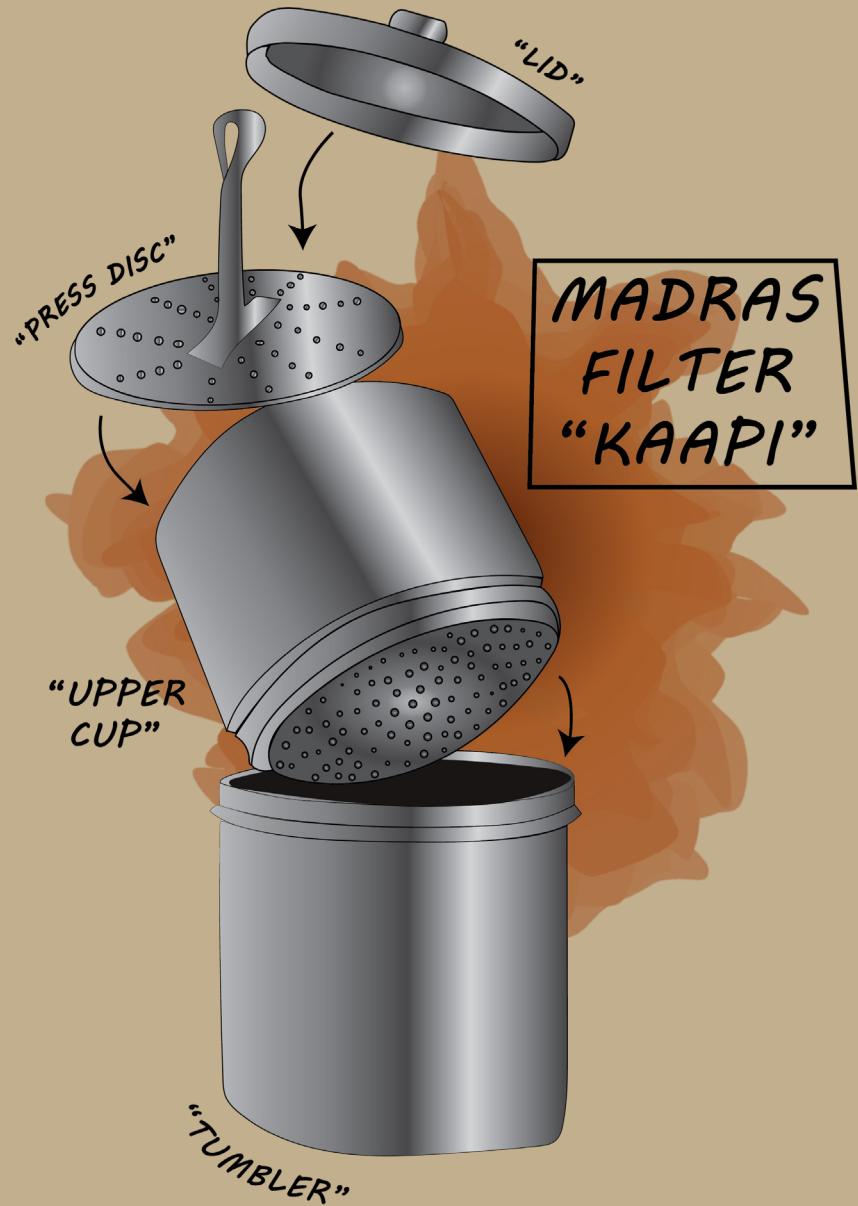
SANS-SERIF (ALL CAPS): Used for labeling parts of the filter, ensuring clarity and a technical look.

VISUAL ELEMENTS

Exploded Diagram: The filter is illustrated in a deconstructed view to highlight each part.

Coffee Splash Effect: Adds vibrancy and reinforces the coffee theme.

Metallic Texture: Used in the filter parts for a realistic appearance.



MADRAS MERCH

2. ‘The Auto Rickshaw’

COLOR PROFILE & PALETTE

Dominant Colors: Bright yellow, black, and white

Color Usage: Bright yellow for the auto-rickshaw, black for outlines and text, and white for highlights

Contrast: Visually appealing contrast between bright yellow and black/white

TYPOGRAPHY

Font Style: Informal, handwritten font

Font Usage: Used for the text “meter-ku mela oru 20 roobah...”

Mood: Casual, personal, and playful

DESIGN PRINCIPLES

Design Style: Simple, bold, and playful

Composition: Clean lines and minimal details

Visual Appeal: Clarity and visual appeal through simple shapes and bold colors

COMPOSITION

Main Subject: Auto-rickshaw centered

Balance: Sense of harmony and balance through negative space



MADRAS MERCH

3. ‘Bharatanatyam’

COLOR PROFILE & PALETTE

DOMINANT COLORS:

Bright Yellow (RGB: 255, 255, 0) - Costume and background

Red (RGB: 255, 0, 0) - Accents and highlights

Green (RGB: 0, 128, 0) - Text

Black (RGB: 0, 0, 0) - Outlines and hair

COLOR USAGE: Bright and vibrant colors to convey energy and movement

DESIGN PRINCIPLES

Style: Vibrant, playful, and dynamic

Cultural Identity: Represents the Tamil Nadu classical ‘Bharatanatyam’ dance, showcasing traditional Indian culture and heritage

Composition: Dynamic pose with arms outstretched, creating a sense of movement and energy

TYPOGRAPHY

Font Style: Informal, handwritten font

Font Usage: Used for the text “when in doubt, dance it out”

Typography Style: Casual, personal, and playful

VISUAL ELEMENTS

Main Element: Woman in traditional Indian dance attire, specifically Bharatanatyam costume

Background: White or light-colored background

Text Element: “When in doubt, dance it out” in green letters



MADRAS MERCH

4. ‘Namma Chennai Central’

COLOR PROFILE & PALETTE

DOMINANT COLORS:

Light Blue (RGB: 173, 216, 230): Background

Dark Red-Brown (RGB: 102, 51, 0): Building

Cream (RGB: 245, 245, 220): Accents and highlights

White (RGB: 255, 255, 255): Text and outlines

Color Usage: Bright and vibrant colors to convey energy and movement

DESIGN PRINCIPLES

Style: Vibrant, playful, and dynamic, reflecting the energy of the building

Cultural Identity: Represents the British-Indian classical architecture, showcasing Indian heritage

Composition: Symmetrical composition, creating a sense of balance and harmony

TYPOGRAPHY

Font Style: Informal, handwritten Tamil font

Font Usage: Used for the text in the center of the image

Typography Style: Casual, personal, and playful

VISUAL ELEMENTS

Main Element: Building with a mix of arches, windows, and towers

Background: Gradient of light blue to white

Text Element: Tamil text in the center of the image



MADRAS MERCH

5. 'CSK whistlepodu'

COLOR PALETTE

DOMINANT COLORS:

Blue (#032B44): Used for the cricket player, wickets, and text.

Yellow (#F7DC6F): Used for the lion's mane and ball.

TYPOGRAPHY

Font Style: Bold, sans-serif font to convey modernity and energy.

Font Usage: Consistent font throughout the design to maintain visual coherence.

Typography Style: Playful, italicized text to add a sense of movement and dynamism.

VISUAL ELEMENTS

Main Element: Cricket player in action: Dynamic pose to convey energy and movement.

Background Element: Stylized lion's head in yellow: Adds cultural identity and team spirit.

Iconography: Cricket-themed icons (e.g., bats, balls, wickets) can be used to support the design.

Design Principles

Style: Bold and dynamic to reflect the energy of the sport.

Cultural Identity: Incorporate elements that reflect the team's cultural heritage (e.g., lion's head, "#whistlepodu").



MADRAS MERCH

6. 'CSK Batsman'

COLOR USAGE

Primary Colors: Black and White

Color Scheme: Monochromatic with black and white, creating a sense of simplicity, elegance, and timelessness.

DESIGN PRINCIPLES

Geometric Shapes: Circles, triangles, and rectangles create balance, harmony, and unity.

Clean Lines: Simple shapes and bold typography add visual interest and depth.

STYLE

Sophisticated and Elegant: Stylized font and geometric shapes add a touch of sophistication.

Cultural Identity: The logo reflects the cultural identity of Chennai, known for its rich history, vibrant culture, and passion for cricket.

COMPOSITION

Central Element: The cricket player is the main element, positioned in the center of the design.

Balanced Layout: The composition is balanced and harmonious, with each element working together to create a cohesive design.

TYPOGRAPHY

Font Style: Sans-serif font, modern and sleek.

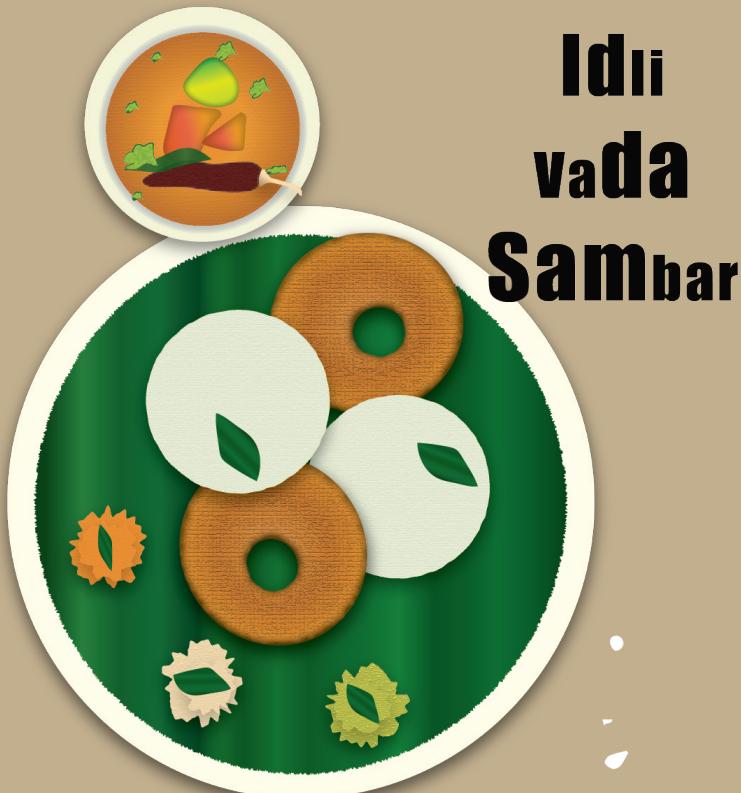
Font Usage: Used throughout the logo, including the text "Chennai Super Kings" and the crown.

Typography Style: Modern and dynamic, with a focus on clean lines, simple shapes, and bold typography.



MADRAS MERCHE

7. ‘Idli Vada Sambar’



COLOR PALETTE:

Primary Color: Green (#34C759) represents freshness and harmony, symbolizing the natural ingredients used in the dish.

Secondary Color: White (#FFFFFF) adds contrast and clarity, representing the purity and simplicity of the dish.

Accent Color: Brown (#964B00) adds warmth and depth, representing the earthy tones of the ingredients.

DESIGN PRINCIPLES:

Balance: The symmetrical composition creates a sense of balance and stability, reflecting the harmony of flavors in the dish.

Contrast: The combination of green and white creates visual contrast, drawing attention to the main element.

Emphasis: The main element (idli, vada, and sambar) is emphasized through size and placement, creating a clear focal point.

Harmony: The colors and shapes work together to create a cohesive and recognizable visual language.

TYPOGRAPHY:

Font Style: Sans-serif font (e.g., Open Sans) creates a clean and modern look.

Typography Style: Clean and modern typography reflects the simplicity and purity of the dish.

COMPOSITION:

Circular Composition: Creates a sense of unity and wholeness, reflecting the completeness of the dish.

Main Element: Idli, vada, and sambar are placed centrally, creating a clear focal point.

VISUAL ELEMENTS:

Main Element: Idli, vada, and sambar are the main visual elements, representing the dish.

Background: White background with a subtle shadow effect adds depth and dimensionality.

Texture: Subtle shadow effect adds depth and dimensionality.

MADRAS MERCH

8. ‘Madras Presidency Map’

COLOR USAGE

Primary color: Black (#000000)

Background color: White (#FFFFFF)

No additional colors used, maintaining a simple and clean aesthetic

DESIGN PRINCIPLES

Simple and clean design: Avoid clutter and ensure all elements serve a purpose

Clear typography and composition: Use headings, labels, and clear typography to organize content

Effective use of negative space: Balance elements with white space to create a clear visual flow

TYPOGRAPHY

Font style: Sans-serif

Font usage:

Headings: 14-18pt, bold

Labels: 10-12pt, regular

Typography style: Clean, legible, and easy to read

VISUAL ELEMENTS

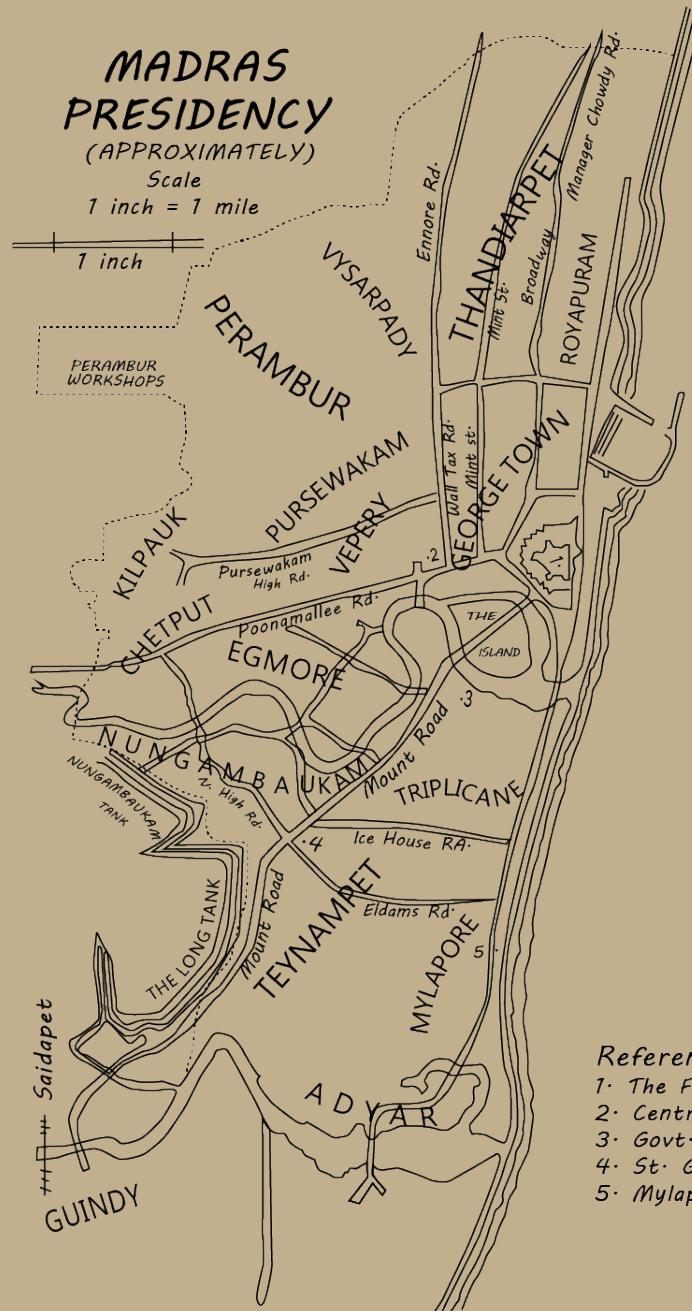
Main element: Map of Madras Presidency, centered and prominent

Background: White space, used to create contrast and balance

Style: Simple, functional, and informative, reflecting the cultural identity of Madras Presidency

Composition: Clear, organized, and easy to follow, using headings, labels, and white space effectively

Typography: Legible, easy to read, and consistent throughout



MADRAS MERCH

9. ‘Marina Days’

COLOR USAGE

Main colors: Teal (#0097A7), dark blue (#212121), and tan (#D2B48C)

Accent colors: Yellow (#F7DC6F), green (#8BC34A), purple (#7A288A), and maroon (#B71C1C)

Color palette is calming and serene, evoking a sense of beach atmosphere

DESIGN PRINCIPLES

Style: Minimalist and simple, with bold typography and clean lines

Cultural Identity: Tamil script (reads “Marina Days”, referring to the iconic Marina Beach in Chennai) and clothing depicting the cultural / regional identity

Composition: Main element (Tamil script) is centered, with background elements (beach scene) supporting the main element and creating a sense of depth

TYPOGRAPHY

Font Style: Bold and sans-serif for Tamil script, simple and clean for other text

Font Usage: Tamil script is used for main element, other text is used for supporting elements, such as captions or descriptions

Typography Style: Clean and simple, with good contrast between text and background, ensuring readability and visual appeal



VISUAL ELEMENTS

Main Element: Tamil script, centered and prominent, drawing the viewer's attention

Background: Beach scene, with simple and clean lines, supporting the main element and creating a sense of context

Additional Elements: People and objects in the beach scene, adding depth and interest to the design

MADRAS MERCH

10. ‘Tamil Typography’

COLOR USAGE

Primary Color: Black (#000000) - used for text and outlines

Secondary Color: Red (#FF0000) - used for accents and highlights

Background Color: White (#FFFFFF) - used for the background

DESIGN PRINCIPLES

Style: Modern and bold, with a touch of cultural elegance

Cultural Identity: Tamil poet Barathiyar-inspired quote, reflecting the language and script

Composition: Balanced and harmonious, with a clear visual hierarchy

Contrast: Sufficient contrast between text, images, and background

TYPOGRAPHY

Font Family: Tamil script font (e.g., Tamil MN) for headings and body text

Font Sizes:

Headings: 24px, 36px, 48px

Body Text: 16px, 18px



VISUAL ELEMENTS

Main Element: Central image or graphic (the poet Barathiyar's eyes and quote)

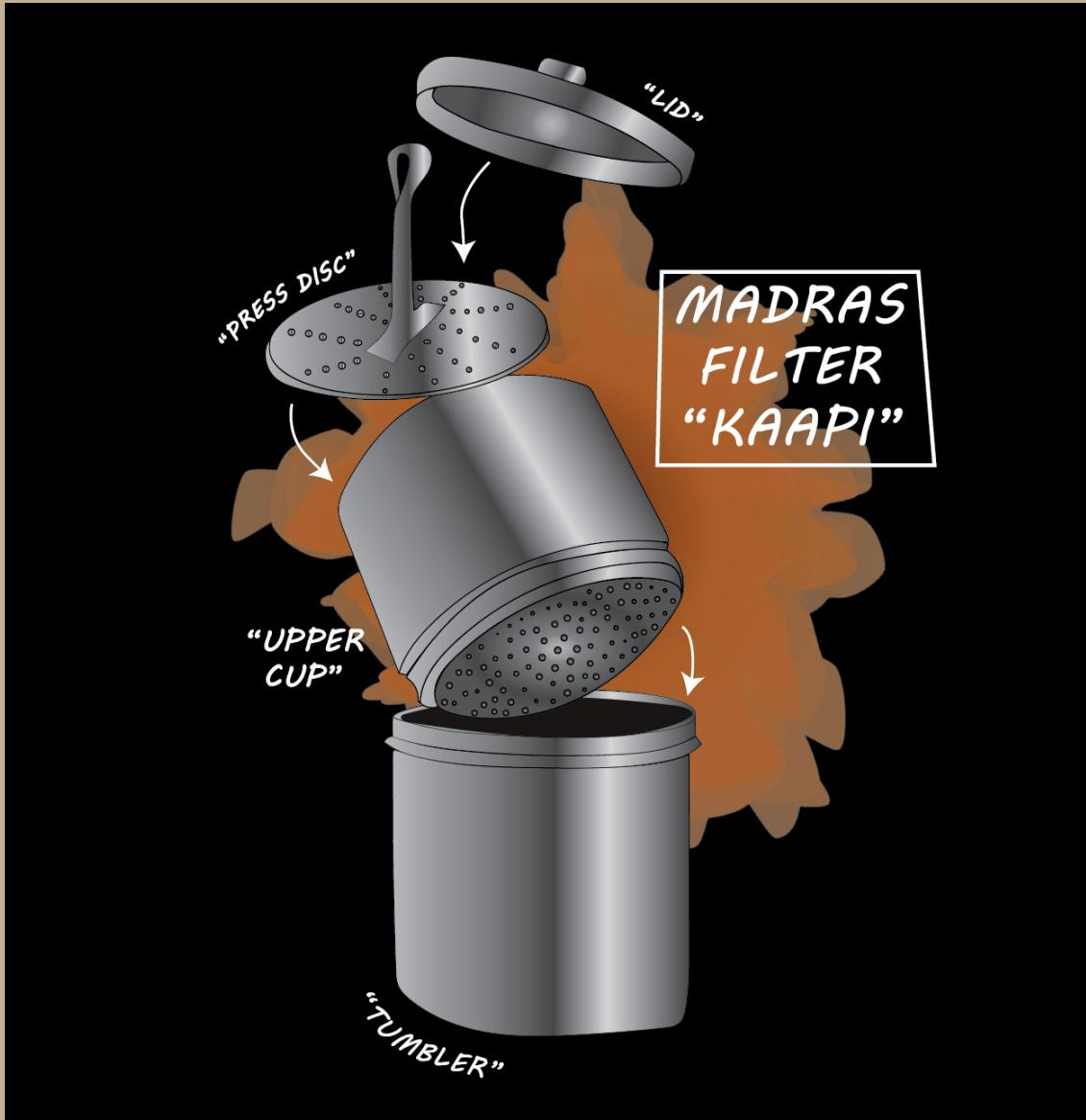
Background: Simple and clean, with ample negative space

Graphics and Icons: Used sparingly to support the message

Images: High-quality, relevant, and culturally sensitive

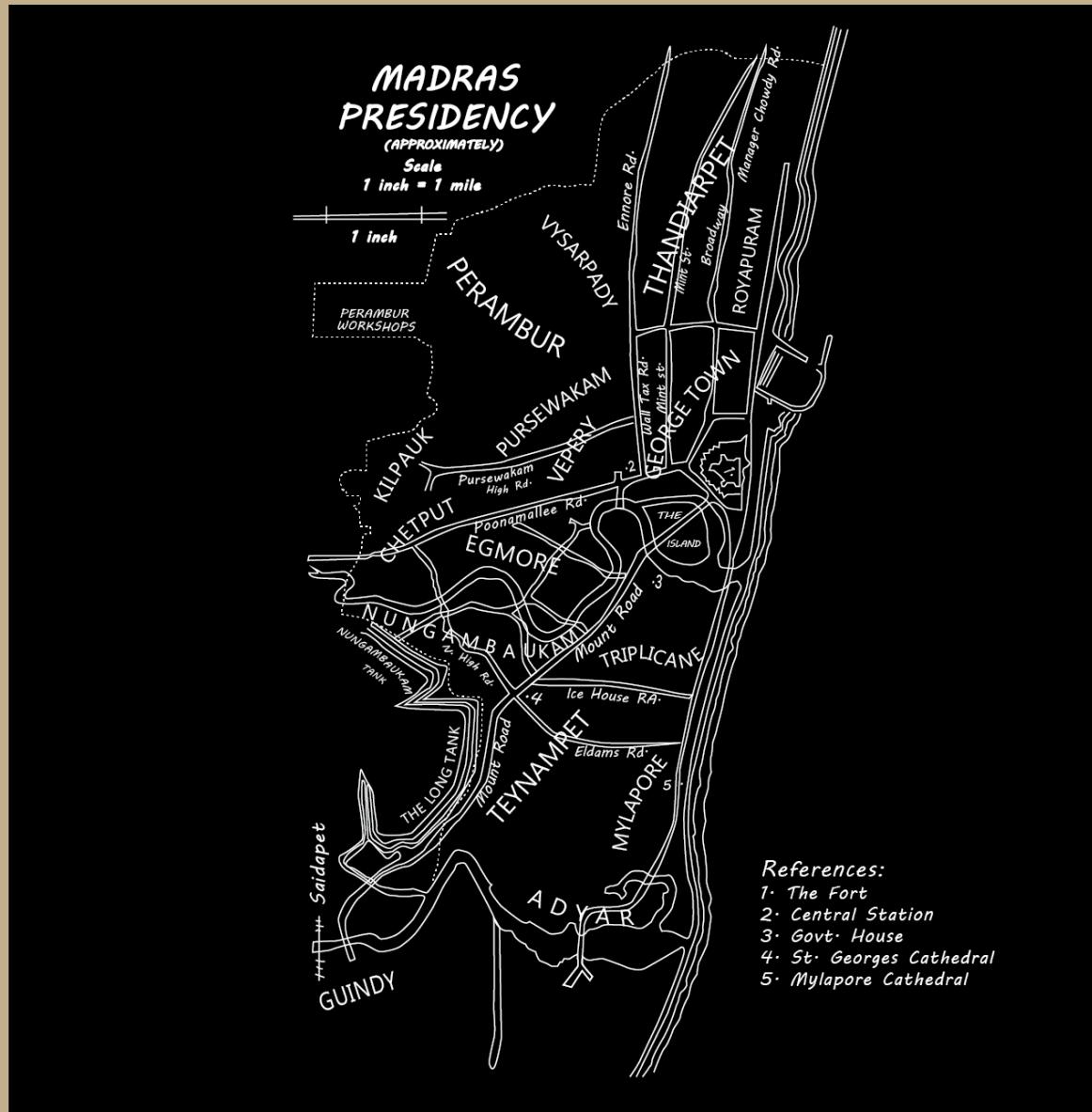
MADRAS MERCH

design variations (for dark backgrounds)



MADRAS MERCH

design variations (for dark backgrounds)



MADRAS MERCH

design variations (for dark backgrounds)



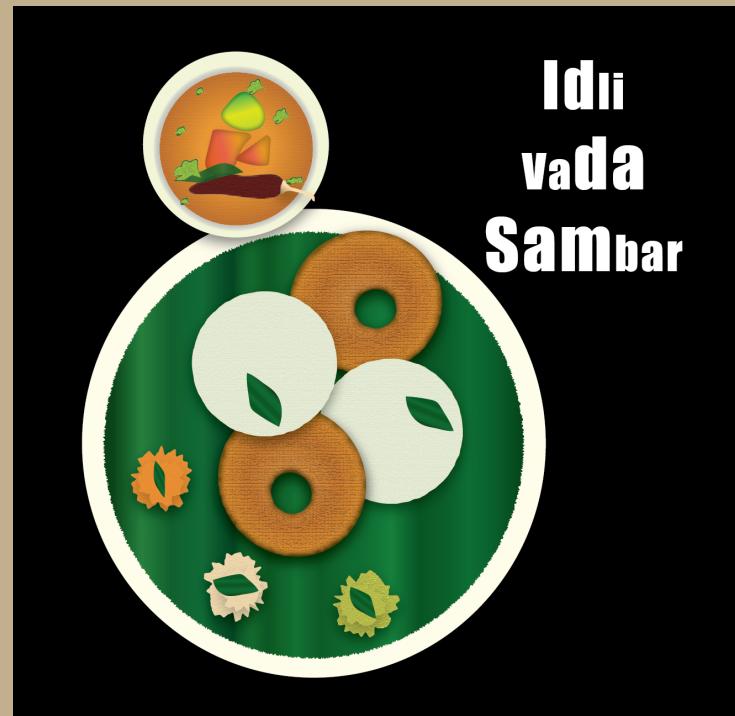
MADRAS MERCH

design variations (for dark backgrounds)



MADRAS MERCH

design variations (for dark backgrounds)



PERSONAL PROJECTS

PAINTINGS

ILLUSTRATIONS

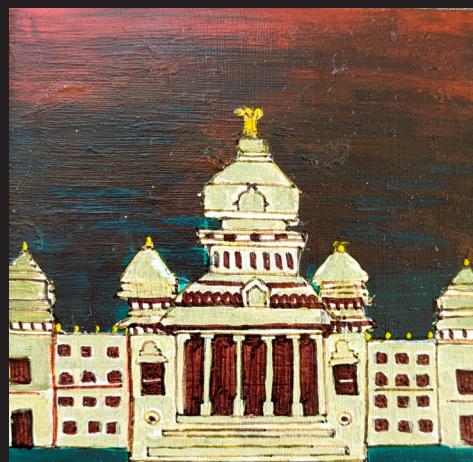
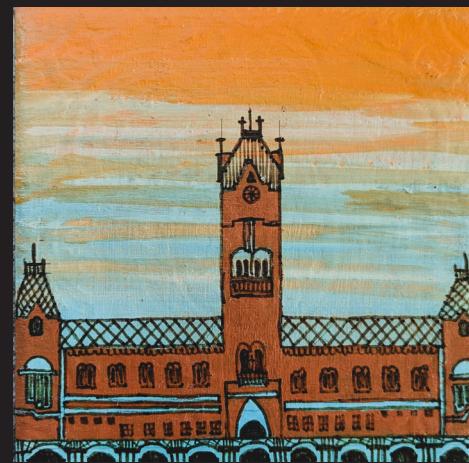
PHOTOGRAPHY

Harshitha Rajendran

Visual Musings

THIS COLLECTION OF PAINTINGS, ILLUSTRATIONS, AND PHOTOGRAPHS REPRESENTS MY CREATIVE OUTLET AND PASSION PROJECT. THROUGH THESE PIECES, I EXPERIMENT WITH DIFFERENT MEDIUMS AND TECHNIQUES, ALLOWING MYSELF TO FREELY EXPRESS AND EXPLORE MY ARTISTIC VOICE.

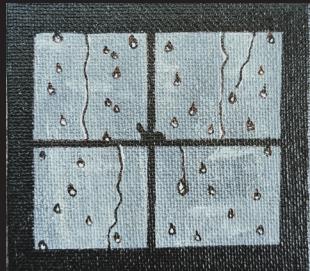
paintings



COASTERS
Acrylic on clay

(clockwise from left)
paintings of the moon, a
streetlamp in the night
sky, the central station
in Chennai, India and
the Vidhan Soudha in
Bengaluru, India

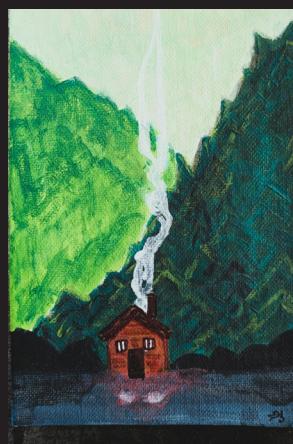
paintings



4x4
Acrylic on canvas

(clockwise from left)
abstract painting
of the human face,
lady in red, flower
motif, daisy bloom,
window on a rainy
day, colors of a dy-
ing tree, a couple's
sunset, bamboo and
bricks, view from a
dam, sunset by the
river, colorful home,
a tibetian monastary

paintings



8x6
Multimedia on canvas

(clockwise from left) a desert dream, gardeners paradise, hands under waves, northernlights in the forest, a boquet of self-love, a sunset date, a cabin in the woods

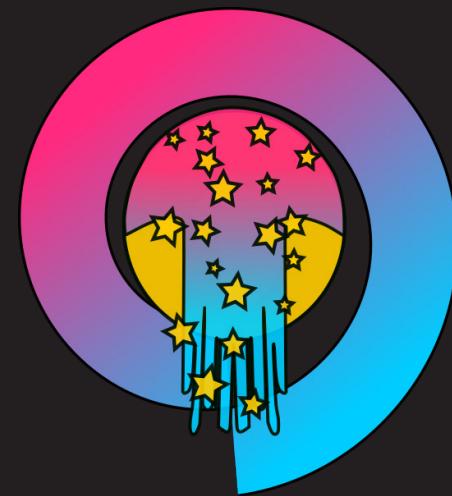
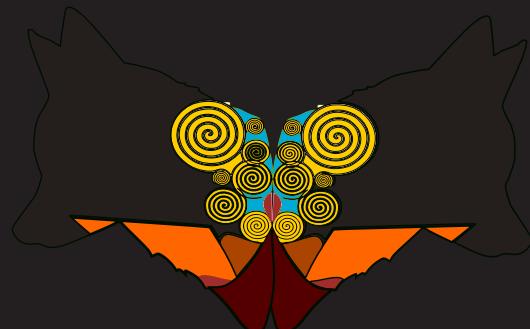
paintings



10x12
Acrylic on canvas

(clockwise from left) a rajasthani bride, a countryside sunrise, an exploding earth, a whimsical dryland, the rolling hills

digital art



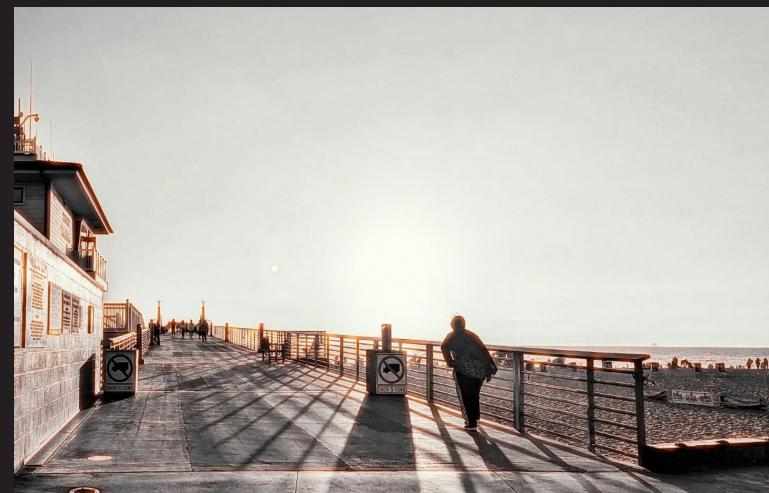
digital art



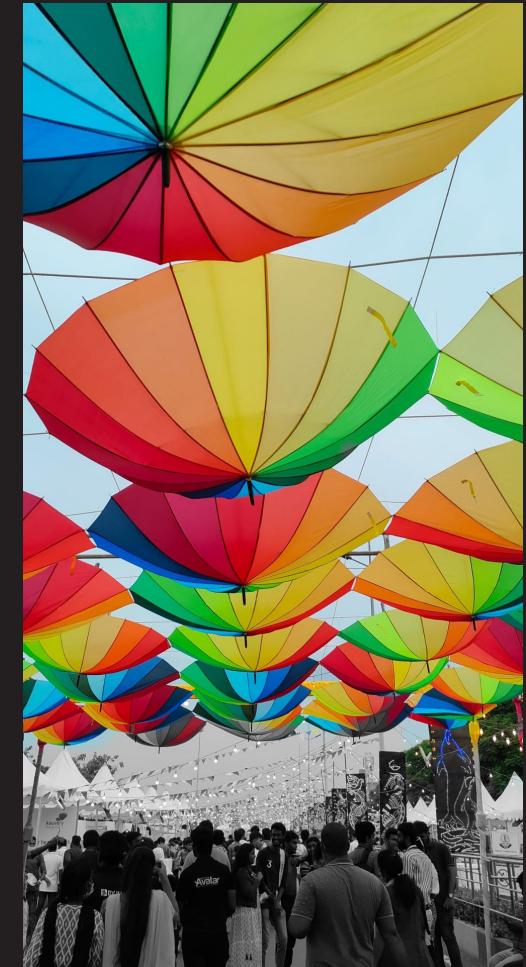
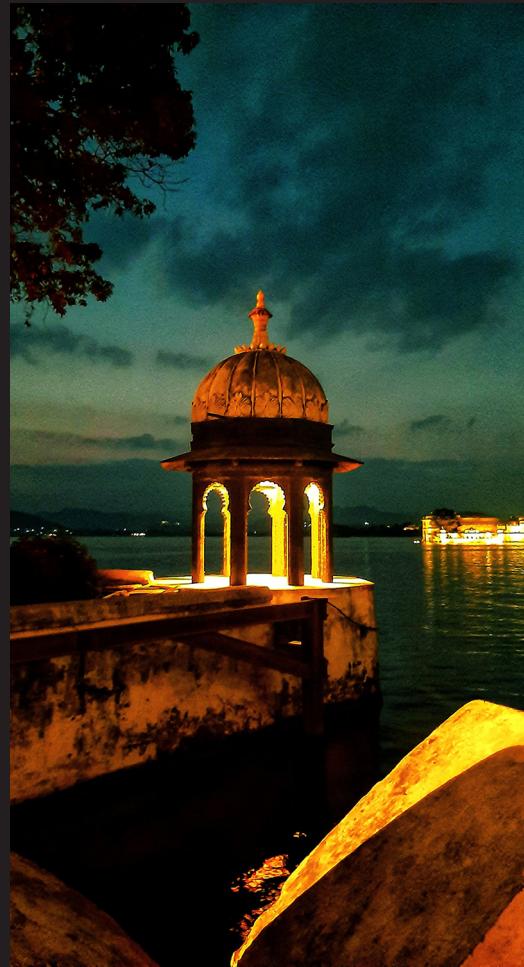
photography



photography



photography



photography



THANKS FOR TAKING THE TIME TO REVIEW MY WORK.

I'M EXCITED TO EXPLORE OPPORTUNITIES WHERE I CAN LEVERAGE
MY EXPERTISE IN UI/UX, GRAPHIC DESIGN, AND VISUAL ART TO
DRIVE INNOVATION AND GROWTH. LET'S CONNECT AND DISCUSS HOW
MY SKILLS CAN ALIGN WITH YOUR TEAM'S NEEDS.

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