HARSHITHA RAJENDRAN
UI/UX DESIGNER | GRAPHIC & BRAND DESIGNER | FRONT-END DEVELOPER

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PROFESSIONAL SUMMARY

Innovative *UI/UX Designer, Front-End Developer, and Graphic Designer* with 3 years of experience in branding, e-commerce, and interactive web applications. Transitioned from graphic design to web development, earning Full-Stack and Front-End Development certifications. Proficient in React.js, JavaScript, Adobe Creative Suite, and Figma, with a user-centered approach to digital experiences. Currently pursuing the Google UX Design Professional Certificate to further strengthen UX research and design skills. Authorized to work in the U.S. with a valid H4 EAD—no sponsorship required.

SKILLS & TOOLS

DESIGN & UI/UX:
- ❖ UI/UX Design, Graphic Design, Branding, Wireframing, Visual Design, Infographics
- ❖ Responsive & Interactive Design, Prototyping, Typography
- ❖ Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), Figma, Sketch, Canva

FRONT-END DEVELOPMENT:
- ❖ HTML, CSS, JavaScript, React.js, jQuery, Bootstrap
- ❖ Responsive Web Design, Cross-Browser Compatibility, API Integration
- ❖ GitHub, Visual Studio Code, Version Control

BACK-END & APIs:
- ❖ Node.js, MySQL, Express.js, RESTful APIs

EDUCATION & CERTIFICATIONS

- ❖ UX Design Professional Certification - Google, Coursera *(2025 - present)*
- ❖ HTML, CSS & JavaScript for Web Developers – Johns Hopkins University, Coursera *(2023)*
- ❖ Certified Front-End Developer – Meta, Coursera *(2024)*
- ❖ Certified Full-Stack Developer – IBM, Coursera *(2024)*
- ❖ Master's in Fashion Management – Manipal Academy of Higher Education *(2020)*
- ❖ Bachelor's in Fashion Technology – National Institute of Fashion Technology *(2017)*

WORK EXPERIENCE

GRAPHIC & UI DESIGNER | *DIGITAL FACTORY INC, CHICAGO*   *(March 2025 - present)*
- ➔ Currently designing **website and mobile app assets** that elevate **user experience** and drive **visual impact** across digital platforms.

GRAPHIC & BRAND DESIGNER   *(May 2020 - Jan 2023)*
- ➔ Created **brand identities and marketing assets** for **5+ startups**, improving **brand recognition**.
- ➔ **Designed, developed and launched** responsive e-commerce websites, increasing **user engagement by 25%**.
- ➔ Produced **infographics and marketing visuals** that **enhanced customer conversion rates**.

FASHION CONSULTANT | *SCOTCH & SODA, AMSTERDAM* *(August 2019 - May 2020)*
➔ Advised customers on styling, supported visual merchandising, and contributed to elevating in-store brand experience.

QUALITY CONTROL INTERN | *JAK INDUSTRIES* *(Feb to July 2016)*
➔ Assisted in garment inspection, ensured compliance with quality standards, and supported production floor coordination.

CAREER TRANSITION *(Feb 2023 - March 2025)*
During my career break due to my **H4 visa status,** I transitioned from a graphic designer to an **UI/UX and web designer.** While awaiting my **H4 EAD**, I pursued industry-recognized certifications and worked on diverse projects to refine my skills.

Certifications:
UX Design Professional Certification - Google, Coursera *(2025 - present)*
Certified Full-Stack Developer – IBM, Coursera (2024)
Certified Front-End Developer – Meta, Coursera (2024)
HTML, CSS & JavaScript for Web Developers – Johns Hopkins University, Coursera (2023)

PROJECT HIGHLIGHTS

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

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

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

UTILITIES & WEB TOOLS
➔ **Palindrome Checker (JavaScript):** Created a tool that supports **phrase-based palindrome validation**.
➔ **Calorie Counter App:** Developed a **nutrition tracking tool** with a **food database and meal planning features**.

ADDITIONAL INFORMATION
★ **Employee of the Month** (Scotch & Soda) – 3 consecutive times.
★ **Photography Contest Winner** (Photographic Society of India, 2021).
★ **Published Poet** – Showcasing storytelling & creativity beyond design.
★ Passionate about **design innovation, sustainability, and technology-driven creativity**.