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

Email: harshitha167@gmail.com
Location: Irvine, CA
Portfolio: codenameharsh.github.io/portfolio
GitHub: github.com/codenameharsh

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. Now authorized to work 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

- ❖ **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** to enhance user experience and visual appeal 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)*

QUALITY CONTROL INTERN | *JAK INDUSTRIES*   *(Feb to July 2016)*

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:
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.
➔ **Football Team Stats App (JavaScript, HTML, CSS):** Developed an **interactive data visualization tool** for player analytics.
➔ **Tic-Tac-Toe (React.js, JavaScript):** Designed an **interactive game with AI opponent logic**.

GRAPHIC DESIGN & BRANDING

➔ **Kiddo Kraft (Adobe Illustrator, InDesign):** Developed **brand identity, product packaging, and marketing assets** for a kids' 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

➔ **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**.