

# 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. 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

- ❖ **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)

### QUALITY CONTROL INTERN | JAK INDUSTRIES

(Feb to July 2016)

## 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)

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## PROJECT HIGHLIGHTS

### UI/UX & WEB DEVELOPMENT

- [!\[\]\(33006de4dd11f8c729ca8ca0fde0352f\_img.jpg\) EcoCycle User Profile \(Figma, Illustrator, Sketch\)](#): Designed a sustainable living platform with **gamified user engagement**.
- [!\[\]\(d5f9ffa97ddb414b7e96feb8ad710c8e\_img.jpg\) ArtFusion Sign-up Page \(Figma, Illustrator, Sketch\)](#): Created a **landing and sign-up page** for an upcoming art-event
- [!\[\]\(d900cae4f5a7d73d67b6a98ff3e7bb9a\_img.jpg\) E-Commerce Website \(React, JavaScript\)](#): Built a **responsive online store**, increasing sales by **25%** within 3 months.
- [!\[\]\(ca15981e1cca5aa5bb6984590487f7b9\_img.jpg\) AI Recipe Generator \(React, Hugging Face API\)](#): Created an **AI-powered meal planning tool** with personalized suggestions.
- [!\[\]\(bbe2f84e2181f98756cb54246365881c\_img.jpg\) 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

- [!\[\]\(609f3372828e3526d7ce4ba9a1b5248e\_img.jpg\) Aavaran \(Adobe Illustrator, InDesign\)](#): Developed **brand identity, product packaging, and marketing assets** for a contemporary fashion brand.
- [!\[\]\(43feb9e0a79707a6447da1ea973c9814\_img.jpg\) AURA Lookbook \(Adobe Illustrator, Photoshop\)](#): Designed a **luxury fashion lookbook** with **detailed illustrations**.
- [!\[\]\(3352a6730d138e04e821032e4ee01472\_img.jpg\) Madras Merch \(Adobe Illustrator, Photoshop\)](#): Created **T-shirt designs, branding elements, and product packaging**.

### GAMES & INTERACTIVE APPLICATIONS

- [!\[\]\(098e47036f78288d477e334896a43770\_img.jpg\) Assembly: End-Game \(React.js, CSS, JS\)](#): Developed a **word-guessing game** with **dynamic UI and interactive gameplay**
- [!\[\]\(4eae4ca9e3bdd839cea72df3843a6754\_img.jpg\) Blackjack Game \(JavaScript, HTML, CSS\)](#): Developed a **multiplayer card game** with **leaderboard tracking**.
- [!\[\]\(85c10fe0ae97c3e2f0e940987ab0a900\_img.jpg\) RPG Adventure Game](#): Designed an **interactive, text-based RPG** with **inventory management and storyline mechanics**.

### UTILITIES & WEB TOOLS

- [!\[\]\(3dc92c626ede9fa1b47e2e010104b5c4\_img.jpg\) Palindrome Checker \(JavaScript\)](#): Created a tool that supports **phrase-based palindrome validation**.
- [!\[\]\(71e9a2c5583c3d2a2fe005f4239e5d39\_img.jpg\) Calorie Counter App](#): Developed a **nutrition tracking tool** with a **food database and meal planning features**.

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## 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**.