

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

LinkedIn: linkedin.com/in/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**. Proficient in **HTML, CSS, JavaScript, React.js, and Adobe Creative Suite**, with a strong focus on **user experience, responsive design, and visual storytelling**. Adept at crafting engaging digital solutions that enhance **user interaction, boost brand visibility, and align with business objectives**.

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
- ❖ Cloud Native (Containers, Kubernetes, Microservices)

EXPERIENCE

FREELANCE GRAPHIC & WEB DESIGNER | (2020 - PRESENT)

- Developed **brand identities, logos, and social media assets** for various startups.
- Designed and launched **e-commerce websites**, improving user engagement by **25%**.
- Created **infographics and marketing materials** to enhance brand storytelling.

FASHION CONSULTANT | SCOTCH & SODA, AMSTERDAM (2019 - 2020)

- Provided **trend-based styling and customer engagement strategies**.
- Assisted in **visual merchandising and store layout design**.

QUALITY CONTROL INTERN | JAK INDUSTRIES (2016)

- Conducted **garment quality audits and process improvement analyses**.
- Ensured **compliance with industry standards** and production efficiency.

EDUCATION & CERTIFICATIONS

- ❖ **Master's in Fashion Management** – Manipal Academy of Higher Education (2020)
- ❖ **Bachelor's in Fashion Technology** – National Institute of Fashion Technology (2017)
- ❖ **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)

NOTABLE PROJECTS

UI/UX & WEB DEVELOPMENT

- **EcoCycle User Profile (Figma, Illustrator, Sketch):** Designed a sustainable living platform with **gamified user engagement**.
- **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**.
- **Football Stats App:** Built a **real-time team data tracker**, enabling **sortable player statistics**.

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**.
- **Music Player (HTML, CSS, JavaScript):** Built a **custom web-based audio player** with **playlist management**.

ADDITIONAL INFORMATION

- ★ Recognized as **Employee of the Month** three consecutive times at Scotch & Soda for outstanding fashion consulting and customer engagement.
- ★ Winner of the **Photographic Society of India's Mobile Photography Contest (2021)** for creative visual storytelling.
- ★ Published **poet**, showcasing creativity and storytelling beyond design and development.
- ★ Earned **highly positive feedback** from graphic design clients, reflecting strong visual communication and branding expertise.
- ★ Passionate about **design innovation, sustainability, and technology-driven creativity**.
- ★ Always learning and experimenting with **new UI/UX trends and front-end technologies**.
- ★ Open to **collaborations, freelance projects, and innovative design opportunities**.