

# HARSHITHA RAJENDRAN

## GRAPHIC DESIGNER | FRONT-END WEB DEVELOPER

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Highly creative and detail-oriented graphic designer with ~3 years of experience in visual design, seeking to leverage skills and certifications in front-end web design to launch a new career chapter. Holding certifications in Front-end Web Development and Full-stack Web Design, I'm eager to apply my knowledge and passion for user-centered design to deliver engaging, interactive experiences.

### SOFTWARE & TECHNICAL SKILLS

- Visual Design
- Graphic Design
- UI/UX Design
- Responsive Design
- Wireframing
- Version Control
- API Integration
- Adobe Photoshop
- Adobe XD
- Adobe Illustrator
- Adobe InDesign
- Sketch
- HTML
- CSS
- JavaScript
- React.js
- jQuery
- Node.js
- MySQL
- GitHub
- Bootstrap
- Canva
- Figma
- Visual Studio Code
- CorelDraw

### PROFESSIONAL EXPERIENCE

#### GRAPHIC DESIGNER | 2020-2023

##### *Freelance*

As a seasoned freelance graphic designer, I collaborated with various startups and stores, delivering **high-quality visual solutions** that met their **unique branding** and **marketing** needs. My expertise spanned a wide array of **design deliverables**, including **vector graphics**, **infographics**, **logos**, **business cards**, **brochures**, and **look-books**, which showcased products and collections in a visually stunning way. Through these projects, I honed my skills in **creative problem-solving**, **effective communication**, and adapting to **diverse design styles** and **brand guidelines**.

##### *Relevant Projects*

- Developed brand identity (**logo**, **business cards**, **letterhead**, **social media assets**) for Mumbai-based kids-wear startup
- Designed 20-page **look-book** for Delhi-based fashion designer
- Created **10 print-on-demand designs** for Chennai-based online t-shirt store
- Designed **responsive website** for Chennai-based fashion boutique
- Created an **infographic** highlighting the mission and impact of a Kolkata-Based NGO
- Design a series of 5 **t-shirt designs** for a Bangalore-based streetwear brand's summer collection

#### FASHION CONSULTANT | 2019-2020

##### *Scotch and Soda Amsterdam*

Served as a Fashion Consultant at Scotch & Soda Amsterdam, where I provided expert **styling advice**, **visual merchandising expertise**, and **trend forecasting insights** to drive sales, enhance customer experiences, and elevate the brand's fashion presence.

#### QUALITY CONTROL INTERN | 2016

##### *Jak Industries*

Served as a Quality Control Intern at Jak Industries, where I played a critical role in ensuring the quality of garments throughout the production process, identifying defects, conducting quality audits, and developing informative quality reports to drive process improvements and compliance with industry standards.

EDUCATION

Full Stack Developer Certificate <i>IBM, Coursera</i>	December 2024	90%
Front-End Developer Certificate <i>Meta, Coursera</i>	May 2024	99%
HTML, CSS and JavaScript for Web Developers <i>Johns Hopkins University, Coursera</i>	July 2023	95%
Master of Fashion Management <i>Manipal Academy of Higher Education, Manipal, India</i>	April 2020	8.0 GPA
Bachelor of Fashion Technology <i>National Institute of Fashion Technology, Chennai, India</i>	May 2017	6.9 GPA

Relevant Coursework

Design and Creative Skills

- Proficient in **Adobe Creative Suite** (Photoshop, Illustrator, InDesign)
- Strong understanding of **color theory, typography, composition, and design principles**
- Knowledge of **branding and identity design**

Technical Skills

- Front-end development: **HTML, CSS, JavaScript, React, Bootstrap**
- Back-end development: **Express, Node.js, Python, Django**
- Cloud Native methodologies: **Containers, Kubernetes, Microservices, Serverless Functions**

Marketing and UX Skills

- Understanding of **fashion marketing principles** and **visual merchandising**
- **UI/UX design principles**

PERSONAL PROJECTS

WEB DEVELOPMENT AND JAVASCRIPT

- Built a fully functional **ecommerce website** using **HTML, CSS, and JavaScript**, featuring *user accounts, order management, and a content management system*
- Developed multiple **React JS** applications, incorporating features like **user authentication, payment gateways, and data visualization**
- Created a **React JS meme generator** with *image uploading, templates, and social media sharing capabilities*

GAMES AND INTERACTIVE APPLICATIONS

- Developed a **HTML, CSS, and JavaScript**-based **blackjack game** with *multiplayer functionality and a leaderboard*
- Built a **HTML, CSS, and JavaScript**-based **role-playing game** with *character creation, inventory management, and a storyline*
- Created an interactive drum kit with different sounds, recording capabilities, and a metronome using **HTML, CSS, and JavaScript**

UTILITIES AND TOOLS

- Developed a **HTML, CSS, and JavaScript**-based **palindrome checker** with *sentence and phrase support*
- Built a **HTML, CSS, and JavaScript**-based **calorie counter** with a *food database, meal planning, and progress tracking*
- Created **HTML, CSS, and JavaScript**-based tools for *generating random colors and photos*

OTHER PROJECTS

- Experimented with **CSS animations** to create a *Leaf Trail Effect*
- Built a **HTMS, CSS and JavaScript** based application for displaying *football team statistics*
- Developed a *music player* using **HTML, CSS and JavaScript**