

Harshitha Rajendran

DIGITAL EXPERIENCE DESIGNER | Austin, TX

harshitha167@gmail.com | +1 (657)410-9970

PROFESSIONAL SUMMARY

A **Creative Digital Experience Designer** uniquely qualified at the intersection of **Fashion Technology and UI/UX Design**. Expertise in blending **product design, branding, and front-end development** with a deep understanding of **fashion management, merchandising, and e-commerce strategy**. Proven ability to create visually engaging, inclusive, and intuitive designs that drive business results across both **apparel graphics and digital platforms**. Proficient in **design systems, accessibility, and collaborating with cross-functional teams** from concept to launch. Fully work-authorized in the U.S. (H4 EAD) with no sponsorship required.

SKILLS & CORE COMPETENCIES

Fashion & Brand Strategy

- Apparel Graphics
- Visual Merchandising, Fashion Management, Trend Forecasting
- Brand Identity, Visual Storytelling

UI/UX & Digital Product Design

- UI/UX Design, Design Systems Creation ,
- Wireframing & Prototyping ,
- Usability Testing, Accessibility (WCAG) Compliance.

Visual Design & Tools

- Graphic Design, Infographics
- Adobe Creative Suite (Illustrator , Photoshop , InDesign),
- Figma, Sketch,
- Canva

Front-End Development & Integration

- HTML5, CSS3, JavaScript (ES6+) ,
- React.js, jQuery
- Responsive Web Development
- Git Version Control, API Integration

Research & Soft Skills

- User Research, Data-Driven Design
- Cross-Functional Collaboration
- Creative Problem-Solving
- Critical Thinking
- Empathy in User Experience

EXPERIENCE

GRAPHIC & UX DESIGNER – Remote | Present

- **Fashion & Brand Assets:** Created visually compelling marketing collateral—including lookbooks, brochures, and high-impact social media campaigns—using Adobe InDesign, Photoshop, and Illustrator to strengthen brand presence.
- **E-commerce Optimization:** Designed and optimized all e-commerce product imagery, banners, and promotional assets, directly improving click-through rates and reducing bounce rates for online retail clients.
- **Brand Systems:** Developed cohesive brand identities and scalable design systems for 10+ businesses, ensuring visual consistency across print, apparel, and digital platforms.
- **Digital Product & Conversion:** Produced responsive, SEO-optimized websites for early-stage startups by integrating UX best practices and front-end development, resulting in a 25% increase in user retention and higher conversion rates.
- **UX Research:** Conducted usability testing and client interviews to refine UI flows and align product features with critical business objectives.

FASHION CONSULTANT – Scotch & Soda Amsterdam Couture | Chennai, India

- **Visual Merchandising & Storytelling:** Executed successful in-store visual merchandising and brand storytelling strategies aligned with seasonal campaigns, directly elevating the retail experience and driving sales performance.
- **Client Management:** Delivered personalized styling recommendations using trend forecasting and customer profiling, significantly increasing repeat purchases and customer satisfaction.
- **Process Improvement:** Collaborated with the retail team to refine customer journey touchpoints, enhancing overall brand perception and shopper engagement.
- *Recognition:* Employee of the Month (3x)

QUALITY CONTROL INTERN – JAK Industries | Chennai, India

- **Product Compliance:** Performed product inspections and fabric quality assessments using industry-standard testing methods, ensuring compliance with ISO and buyer specifications.
- **Operational Efficiency:** Documented defects and implemented corrective feedback loops with production teams, reducing manufacturing errors and rework time.

EDUCATION & CERTIFICATIONS

- UX Design Professional Certificate - **Google**
- Front-End Developer Certificate - **Meta**
- Certificate in Web Development with HTML, CSS & JS - **Johns Hopkins University**
- Master's in Fashion Management - **Manipal Academy of Higher Education, India**
- Bachelor's in Fashion Technology - **NIFT, India**

PROJECT HIGHLIGHTS

Fashion Graphic Design & Branding

- Aavaran (Adobe Illustrator, InDesign) – Developed cohesive brand identity, packaging, and marketing assets for a contemporary fashion brand, strengthening market presence.
- AURA Lookbook (Adobe Illustrator, Photoshop) – Designed a luxury fashion lookbook with original illustrations and editorial layouts, aligning with the brand's celestial aesthetic.
- Madras Merch (Adobe Illustrator, Photoshop) – Created T-shirt graphics, brand elements, and packaging that boosted merchandise appeal and customer engagement.

UI/UX & Web Development

- EcoCycle User Profile (Figma, Illustrator, Sketch) – Designed a sustainable living platform by integrating gamified challenges and visual progress tracking, increasing user engagement and eco-friendly habit adoption.
- ArtFusion Sign-up Page (Figma, Illustrator, Sketch) – Created a visually compelling landing and sign-up flow for an art event, improving conversion rates and enhancing event branding.
- E-Commerce Website (React, JavaScript) – Built a fully responsive online store with optimized UI and seamless checkout.
- AI Recipe Generator (React, Hugging Face API) – Developed an AI-driven meal planning tool with personalized suggestions, reducing users' meal decision time and enhancing retention.
- Yonderlust (Figma, Illustrator) – Designed a solo travel app with personalized event recommendations, itinerary visualization, and safety alerts, improving the travel planning experience for solo explorers.

Games & Interactive Applications

- Assembly: End-Game (React.js, CSS, JS) – Built an interactive word-guessing game with dynamic UI and responsive feedback, enhancing player engagement.
- Blackjack Game (JavaScript, HTML, CSS) – Developed a multiplayer blackjack game with leaderboard tracking to encourage competition and repeat play.
- RPG Adventure Game (JavaScript, HTML, CSS) – Designed a text-based RPG with branching narratives, inventory systems, and progression mechanics, improving replayability.

ADDITIONAL INFORMATION

- Winner – **Photography Contest, Photographic Society of India (2021)**
- Published Poet – **Visual + written storytelling skills**
- Passionate about **inclusive design, ethical tech, and creative exploration**