

# 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*

- [Aavarana \(Adobe Illustrator, InDesign\)](#) – 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