

# HARSHITHA RAJENDRAN

UI/UX DESIGNER | FRONT-END DEVELOPER | GRAPHIC & BRAND DESIGNER

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Location: Irvine, CA

Portfolio: [codenameharsh.github.io/portfolio](https://codenameharsh.github.io/portfolio)

GitHub: [github.com/codenameharsh](https://github.com/codenameharsh)

LinkedIn: [linkedin.com/in/codenameharsh/](https://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**. 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**.

## 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

- ❖ **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 & BRAND DESIGNER

(May 2020 - Jan 2023)

- Created brand identities and marketing assets for **10+ startups**, improving **brand recognition**.
- Designed and developed responsive e-commerce websites, increasing **user engagement by 25%**.
- Designed and launched **e-commerce websites**, improving user engagement by **25%**.
- Produced infographics and marketing visuals that **enhanced customer conversion rates**.

### FASHION CONSULTANT | SCOTCH & SODA, AMSTERDAM

(August 2019 - May 2020)

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

### QUALITY CONTROL INTERN | JAK INDUSTRIES

(Feb to July 2016)

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

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:**

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**

- **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**.

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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**.