Harsh Garg
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EDUCATION

- **Vellore Institute of Technology** Bhopal, India
  BTech in Computer Science and Engineering (AIML); CGPA: 8.20 *Expected May 2026*

EXPERIENCE

- **Brand Designer** Remote
  UI/UX & Graphic Design *2-Month Freelance Project*
  - **Custom Instagram Story Covers**: Designed and delivered 7 hand-drawn, vectorized Instagram Story highlight covers to reinforce brand identity and improve content organization.
  - **Stakeholder Workshops**: Spearheaded 3 stakeholder workshops and iterative reviews to define brand voice, aligning design goals and reducing revision cycles by 30%.
  - **Instagram Reel Animation**: Engineered a 15-second Figma animation (logo formation, transitions, CTA) with custom sound design, producing smooth motion and a high-impact reveal.

PROJECTS

- **Autonomous Vehicle Accident Prediction Framework**: Apr 2024
  - Engineered a Random Forest pipeline to predict accident severity and assign liability, delivering 85% accuracy (10 pp improvement vs. SVM).
  - Addressed severe class imbalance via strategic undersampling and class-weighting, boosting recall on minority (Severity 1) cases by over 50% and ensuring fairer liability assignments across classes.
  - Automated end-to-end data preprocessing, imputing missing values, label-encoding categorical features, and MinMax-scaling—reducing pipeline and enabling rapid retraining during iterative model tuning.

- **ECA Connect**: July 2025
  - Developed a responsive multi-page frontend using HTML5, Tailwind CSS, and Vanilla JavaScript, delivering a modern, mobile-first UI.
  - Implemented secure onboarding (password strength meter + 3-stage profile flow), reducing average onboarding time by 40%.
  - Integrated GenAI (Gemini API) to auto-generate event descriptions, decreasing user content-creation time by 20%.

EXTRA–CURRICULAR

- **Meraki – The Fine Arts Club** VIT Bhopal University
  Secretary *June 2023 – June 2025*
  - Led strategy and mentored 30+ members and team leads, improving event execution and team performance.
  - Coordinated and executed 20+ events and workshops, managing logistics and operations end-to-end.

TECHNICAL SKILLS

- **Languages**: Python, C++, HTML, CSS, JavaScript

- **Technologies**: Figma, Spline, Framer

- **Concepts**: UI/UX

CERTIFICATIONS

- **Google UX Design Professional Certificate**
  Coursera Jun 2025
  Credential ID: TMYGZ5DFPYMH