

HARSHITHA RAJENDRAN (Asha Raj)

PRODUCT & BRAND EXPERIENCE DESIGNER

Austin, TX -78735 | harshitha167@gmail.com | +1 (657) 410-9970

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

Portfolio: codenameharsh.github.io/portfolio

GitHub: github.com/codenameharsh

PROFESSIONAL SUMMARY

Product & Brand Experience Designer with a background in Fashion Technology, UI/UX Design, and front-end development. Experienced in creating visually compelling digital experiences for ecommerce, lifestyle, and consumer-focused brands through a combination of product thinking, branding, and responsive design. Skilled in UX research, design systems, accessibility, and cross-functional collaboration from concept to implementation. Combining strong visual storytelling with usability and business strategy to create engaging, intuitive, and brand-aligned digital products

CORE SKILLS

Product Design: User Research, User Interviews, Personas, Journey Mapping, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Usability Testing, A/B Testing, Accessibility (WCAG), Design Systems, Responsive Design

Brand & Visual Design: Brand Identity, Visual Identity Systems, Logo Design, Typography, Color Systems, Editorial Design, Lookbook Design, Visual Storytelling, Illustration

Tools: Figma, FigJam, Photoshop, Illustrator, InDesign, Miro, Jira, Notion, Codex, Android Studio, XCode

Development: HTML5, CSS3, JavaScript, Reactjs, Bootstrap, Tailwind CSS, SwiftUI, Kotlin, Git, GitHub

Methods: Design Thinking, Agile, Cross-functional Collaboration, Stakeholder Management, Workshop Facilitation

EXPERIENCE

FREELANCE PRODUCT & BRAND DESIGNER | Remote | 2020 – Present

- Designed 5 end-to-end branding and digital experience projects for fashion and consumer brands, conducting **stakeholder interview sessions** across discovery, validation, and iterative feedback cycles
- Delivered **ecommerce and branding solutions** that contributed to measurable business outcomes, including 1,500+ visitors, 1,000+ leads, and 1,000+ sales for KiddoKraft, and 850+ sales for Madras Merch
- Collaborated directly with founders and clients to translate business goals into user-centered experiences, balancing brand strategy, usability, and visual storytelling
- Designed conversion-focused interfaces by combining UX best practices with strong visual storytelling and brand alignment
- Collaborated with developers and clients to translate wireframes and visual concepts into responsive, SEO-optimized digital experiences

FASHION CONSULTANT | Scotch & Soda | Chennai, India | 2019 -2020

- Executed visual merchandising and in-store storytelling strategies aligned with seasonal campaigns to enhance customer engagement and retail experience
 - Supported **4 seasonal campaigns**, executed visual merchandising displays, and collaborated with a **10-member team** to deliver a consistent in-store customer experience
 - Delivered personalized styling recommendations using **trend forecasting and customer profiling**, increasing repeat **customer interactions and brand loyalty**
 - Collaborated with retail teams to improve **customer journey touchpoints** and strengthen overall brand presentation
 - Recognized with **Employee of the Month (3x)** for customer service, sales performance, and teamwork
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- Inspected 500+ garments and 300+ fabric samples, identifying 50+ quality defects while maintaining 95% **compliance with buyer standards**
 - Partnered with 3 production teams across 6 manufacturing stages to support quality assurance and recommend 10+ corrective actions
 - Assisted with **quality audits, compliance checks, and documentation** of 50+ inspection records, ensuring manufacturing standards were met
 - Collaborated with cross-functional teams to improve production quality and reporting accuracy
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EDUCATION & CERTIFICATIONS

CERTIFICATIONS

- **Branding: The Creative Journey Specialization** - IE Business School, 2026
- **UX Design Professional Certificate** - Google, 2025
- **Front-End Developer Certificate** - Meta, 2024
- **Web Development with HTML, CSS & JavaScript** - Johns Hopkins University, 2022

EDUCATION

- **Master's in Fashion Management** - Manipal Academy of Higher Education, 2020
 - **Bachelor's in Fashion Technology** - National Institute of Fashion Technology, 2017
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SELECTED PROJECTS

AI Stylist (IshStyle) | Product Design - Figma, Android Studio, Kotlin

AI-powered fashion app that recommends outfits based on users' wardrobe, occasion, weather, and mood

- Conducted 30 user interviews, synthesized insights into 3 personas and 2 user flows, uncovering key styling pain points
- Designed 15 high-fidelity mobile screens and refined the experience through A/B testing with 5 participants

EcoCycle | UX Design - Figma, Illustrator

Community platform for eco-enthusiasts to share sustainability goals, inspiration, and everyday practices

- Interviewed 40 users to understand sustainable behaviors and designed an end-to-end community experience
- Created user flows, prototypes, and 10 interface screens, validating interactions through usability testing

Bookish | UX Design - Figma, XCode, SwiftUI

Book tracking platform for managing reading progress, organizing personal libraries, and writing book reviews

- Conducted 20 user interviews, developed 2 personas, and mapped user journeys to shape the product experience
- Designed interactive prototypes and iterated based on usability testing with 4 participants

YonderLust | UX Design - Figma

Solo travel planning app for creating itineraries, discovering destinations, and simplifying trip bookings

- Researched travel planning behaviors through 10 user interviews, translating insights into personas, user flows, and 10 responsive screens
- Improved navigation and booking flows through iterative prototype testing with 3 participants

Aura | Brand Identity & Editorial Lookbook - Illustrator, Photoshop, InDesign

Brand Style Guide & Fashion Editorial Lookbook created to establish a cohesive visual identity and showcase seasonal collections through premium storytelling

- Created editorial layouts, custom illustrations, and a cohesive visual system that strengthened the brand's celestial-inspired identity
 - Established typography, visual hierarchy, and campaign assets for consistent storytelling across print and digital marketing materials
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ADDITIONAL INFORMATION

- Winner - Photography Contest, Photographic Society of India (2021)
- Published poet with a strong interest in visual storytelling and narrative-driven design
- Passionate about inclusive design, ethical technology, and emotionally engaging digital experiences