

# Harsita Rajendren

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## Personal Summary

Master's student in Creative Technology and Design at CU Boulder, passionate about blending storytelling, motion graphics, and UX to create engaging digital experiences. Skilled in motion design, animation, and creative coding, with a background in Computer Science that brings a unique technical edge to my design process.

## Skills

- **Motion & Animation:** Illustrator, After Effects, Premiere Pro, Blender, Python3
- **3D:** Modeling, texturing, rigging, animation, lighting, rendering, and compositing
- **Design & Prototyping:** Figma, Illustrator, Photoshop
- **Storyboarding:** Visual Narratives, UX Design

### Top 5 strengths

- Maximizer - Focus on strengths to stimulate personal and group excellence; helps me as a leader
- Empathy – Sense other people's feelings; helps me as a designer.
- Developer – Recognize and cultivate the potential in others.
- Relator - Enjoy close relationships with others.
- Learner – Great desire to learn and want to continuously improve.

## Experience

**University of Colorado Boulder, USA | PHYSICS ACADEMIC PEER ADVISOR** | Part-time | Aug 2025 - Present

- Mentored 20+ undergraduate students through structured academic coaching and resource navigation, contributing to improved course completion and retention rates.
- Facilitate collaborative study sessions that foster peer-to-peer engagement and inclusive learning.

**HP Inc – India | SOFTWARE DEVELOPER ENGINEER** | Inter + Full-time | 2022 - 2024

- Optimized user flows on the My Subscription page by integrating APIs and simplifying navigation, which helped increase usability and reduce support queries.
- Improved subscription UI for HP's US store by coding interactive modules in HTML/CSS/JS, which helped create a seamless customer experience across devices.
- Enhanced store marketing presence by designing reusable components with the GUX team, which helped speed up global deployment and maintain consistency.

## Projects

- Awareness Campaign Video (Hyperhidrosis): Created a motion design awareness piece by blending kinetic typography, symbolic imagery, and animation principles, which helped simplify complex medical information and foster empathy among audiences
- Hello Local (Ongoing Group Project): Designing a culturally aware travel app for first-time visitors to India. Contributing to brand storytelling by creating mascots, promotional ads, and in-app illustrations that make cultural learning engaging, friendly, and visually consistent.
- Unseen (Support App for Hyperhidrosis): Designed a mobile app concept to connect people with hyperhidrosis by conducting user research, synthesizing insights, and prototyping in Figma, which helped highlight how design and motion storytelling can empower a marginalized community.

## Education

**University of Colorado at Boulder - Boulder, CO | Master of Science**

Creative Technology and Design, Expected in 05/2026

**S.R.M Institute of Science and Technology - Chennai | B. Tech-CSE**

Computer Science Engineering, 05/2022 (GPA: 3.89)