

Harsita Rajendren

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EXPERIENCE

University of Colorado

Aug. 2025 – May. 2026

Academic Peer Advisor

Boulder, CU

- Cultivated deep **academic empathy** by coaching 20+ peers to navigate complex, abstract scientific concepts.
- Produced **educational motion animations** to visually simplify dense data into **engaging**, high-retention stories.
- Managed **multiple animation** projects, consistently meeting **tight deadlines** without compromising quality.

HP Inc

Feb. 2022 – Jul. 2024

Software Development Engineer

Bangalore, India

- Partnered closely with the global UX team to maintain **brand consistency** while building **scalable design systems**.
- Evaluated **user journeys** within Figma to build a streamlined, highly intuitive subscription return flow.
- Translated high-fidelity UI templates into functional web elements using HTML, CSS, and JavaScript.
- Delivered **user-focused** solutions in a professional setting, managing iterative **design feedback** for enterprise assets.

PROJECTS

RoomsToGo “Hot Buys” Campaign

Dynamic Commercial Templates

- Designed a broadcast-ready ad campaign from concept to final render, focusing on strong retail **motion branding**.
- Created modular **After Effects templates**, allowing future teams to change prices, text, or products in minutes.

Lumen5 Spec Ad

Multi-Resolution Responsive Motion

- Built a fast-paced, high-retention commercial to maintain **viewer engagement** across TikTok, Insta, or YouTube.
- Designed a **scalable** video production pipeline, with adaptive master layouts for seamless **aspect ratio** translation.

Cosmetic 3D Advertisement

Hard-Surface Modeling & Lighting

- Executed precise hard-surface **3D modeling** and **texturing** focusing on realistic product materials and micro-details.
- Animated dynamic camera sequences while establishing commercial mood through intricate **spatial lighting**.

Medical Awareness Campaign

Empathy-Driven Visual Narrative

- Animated a **story-driven** video about a sensitive medical condition, translating **complex data** into visual metaphors.
- Balanced technical narrative with timing & typography to build user engagement and foster **audience empathy**.

Logo Animation

Motion Hierarchy & Precise Mechanics

- Utilized **animation principles** and meticulous timing to transform a static brand into a **dynamic visual asset**.
- Designed intentional and precise easing curves to deliver **production-ready** deliverables for various platforms.

EDUCATION

University Of Colorado Boulder

Aug. 2024 – May 2026

Master of Science in Creative Technology and Design

4 GPA | Distinguished Student Award (Top 10% of cohort)

S.R.M. Institute of Science and Technology

Aug. 2018 – May 2022

Master of Science in Creative Technology and Design

3.89 GPA

SKILLS

Design : Motion Design Systems, Kinetic Typography, Character Rigging, Storyboarding, 3D Asset Pipelines

Tools : Adobe CC (After Effects, Premiere Pro, Illustrator, Photoshop) Blender, ZBrush, Figma