



Yashashvi Rana

Strategic Visual Designer

Branding, Culture, Graphics & Storytelling

Portfolio

<https://www.yashashvirana.com>

About

I create evocative, positively playful branding that combines design research with storytelling, cultural inspiration and lateral thinking. My practice involves reimagining branding as a tool for humanising brands and provoking curiosity by challenging the norms.

Education

London College of Communication
University of the Arts London / 2025

MA Graphic Branding & Identity

National Institute of Fashion
Technology Bangalore / 2024

Bachelors of Design

Skills

Branding & Identity
Design Research
Creative Conceptualisation
Graphic Design
Publication Design
UI/UX

Software Proficiency

Adobe Creative Suite Programs:
Photoshop, Illustrator, InDesign,
Premiere Pro, and Animate
Figma
Procreate

Contact

+07777941006

yashirana7@gmail.com

<https://www.linkedin.com/in/yashashvi-rana/>

Experience

Graphic Design Intern / 2024

Spread Design & Innovation, Bangalore, India

Visuals for Yoga Day'23, displayed at Mopa Airport, Goa (India).
(Video)

Curated illustrations for Ekya School's Brand Re-design.
(<https://ekyaschools.com/about/>)

Advisory graphics for the Karnataka State Disaster Management Authority (KSDMA) to raise disaster awareness.
(Graphics document)

Art Direction for Wesmarc Doors (German Technology).
(Graphics document)

Academic Projects

Liminé

A conceptual skincare brand exploring the intersection of mood, ritual, and wellness through packaging design.

Suntory

A seasonal brand experience that repositions Roku Gin as a non-alcoholic drink with an experience of its own.

Noor-e-Naqqashi

A ethnographic research-led project recontextualising the forgotten craft of Bidri across brand identity, print, and film.

Namma Lalbagh

A tourism branding project enhancing the visitor experience at Bangalore's Lalbagh Botanical Gardens.