

Yashashvi Rana

Brand & Graphic Designer

WORK EXPERIENCE

Maghrebi.org, London

Freelance Graphic Designer

11/2025 – Present

- Modernised weekly covers to establish Maghrebi's visual brand, turning inconsistent editorial design into a recognisable style.
- Produced 10+ weekly images for news articles, optimizing visual assets across digital channels.

Spread Design & Innovation, Bangalore

Graphic Designer (Graduation Project Internship)

01/2024 – 06/2024

- Transformed complex disaster preparedness information into 20+ clear infographics, enabling the Karnataka State Disaster Management Authority to educate 100,000+ citizens and improve comprehension for non-expert and low-literacy audiences.
- Coordinated with the web team and designed 20+ icons and illustrations for Wesmarc Super Doors' India launch, making door engineering expertise accessible to homeowners with complete brand guidelines.
- Produced on-site visual assets for Goa International Airport, from campaign logos to canteen murals, helping shape the daily environment for 30,000+ travellers and staff.
- Created a full visual suite for Cafe Crunch at Manipal Academy of Higher Education's sports complex, delivering logo, wall illustrations and graphics within one week.

Graphic Designer (Summer Internship)

06/2023 – 11/2023

- Designed International Yoga Day 2023 campaign visuals for Goa International Airport, reaching 50,000+ travellers and expanding into two videos with 5 additional graphics.
- Created hero illustrations for Ekya's FIND initiative, showcased across web, billboards and transit, amplifying visual identity across 3+ channels.
- Proposed an Indian roller inspired bird in takeoff as a logo concept during explorations for GMR Hyderabad's Rajiv Gandhi International Airport, later reflected in the final identity launched by the team.
- Devised a new colour system for London Bakery's Qatar launch, differentiating 6+ SKUs while aligning with existing graphic assets.
- Co-developed Spread Design's visual proposal for the World Bank hosted Women Entrepreneurs Finance Initiative, designing 6 data-led A4 pages of graphics, layout, and infographics on women-led SMEs in developing countries.

Urbaro, Chennai

Social Media Designer

01/2023 – 06/2023

- Collaborated directly with the founder to create over 20 engaging social media graphics and motion graphics, reducing design time by 15% while maintaining high-quality visuals.

CONTACT

- London
- +44 7777941006
- yashasvisrana@gmail.com
- [linkedin.com/in/yashashvi-rana/](https://www.linkedin.com/in/yashashvi-rana/)
- [Portfolio](#)

SKILLS

Technical Skill:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Premiere Pro
- Figma

Branding:

- Brand Identity
- Strategy & Narrative
- Brand Guidelines
- Brand Communication
- Typography

Design:

- Graphic Design
- Design Research
- Illustration
- Iconography
- Campaign Design
- Video Editing
- Print Design

EDUCATION

University of the Arts London,
London College of Communication
Graphic Branding & Identity
London, MA – 10/2025

Awards: Distinction (Top 5-10%)

National Institute of Fashion Technology

Fashion Communication
Bangalore, BA – 06/2024

Awards: Best Academic Performance
Award, Meritorious Student Award

RECOGNITION

- Landor Next Gen Finalist:
Developed a brand strategy deck for an international brand, exploring AI-personalization, scoring a 9/10 rating from Lead Strategists.
- Longlisted for UAL LCC X
Suntory: Water Brand 2040