

Yashashvi Rana

Branding, Culture, & Storytelling

Portfolio

<https://www.yashashvirana.com>

About

I create evocative, purpose-led branding that fuses design research with storytelling, cultural curiosity, and positive intent. My practice reimagines branding as human, conscious, and change-driven, helping brands stand out through real impact and creative hope for a better world.

Education

MA Graphic Branding & Identity:

London College of Communication
University of the Arts London / 2025

Bachelors of Design:

National Institute of Fashion
Technology Bangalore / 2024

Skills

Branding & Identity
Purpose-Driven Campaigns
Design Research
Graphic Design
Storytelling for Impact
Publication Design
UI/UX

Software Proficiency

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

Contact

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Experience

Graphic Design Intern / 2024

Spread Design & Innovation, Bangalore, India

Created playful visuals for **International Yoga Day '23**, exhibited at Mopa Airport, Goa, to promote community well-being.

Developed advisory graphics for **Karnataka State Disaster Management Authority** (KSDMA), raising public awareness for disaster safety and resilience.

Created illustrations for Ekya Schools' **Web Redesign**, supporting access and diversity.

Led **Art Direction** for Wesmarc Doors' website, blending technology with thoughtful storytelling.

Academic Projects

Karma Club

Speculative branding for a river community, blending mythology, nature, and collective imagination to inspire hope and social connection.

Noor-e-Naqqashi

Ethnography-driven project reviving the heritage craft of Bidri, reimagined through brand identity, print, and film to spotlight cultural legacy.

Namma Lalbagh

Tourism branding enhancing the experience at Lalbagh Botanical Gardens, fostering community, appreciation for nature, and sustainable engagement.