

Yashashvi Rana | Strategic Visual Designer

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ABOUT

I recently completed my MA in Graphic Branding and Identity from the University of the Arts London. I create branding that is both evocative and playfully positive, combining design research, lateral thinking, cultural inspiration, and storytelling. My practice reimagines branding as a tool for humanising brands and provoking curiosity by challenging conventional norms.

PROFESSIONAL EXPERIENCE

Spread Design & Innovation

Bangalore, India | January 2024 – April 2024 | June 2023 – July 2023

Graphic Design Intern

- Designed large-scale public graphics to commemorate Yoga Day 2023 at Mopa Airport, Goa, India ([Video](#)).
- Curated illustrations for the website redesign of Ekya School, requiring clear communication and cultural sensitivity to diverse audiences (<https://ekyaschools.com/about/>).
- Created advisory graphics for the Karnataka state government's disaster awareness campaign, effectively communicating life-saving information through culturally relevant and accessible visuals ([Graphics document](#)).
- Provided art direction for the soft launch of Wesmarc Doors (German brand) in India, coordinating with the UI/UX team on a short timeline ([Graphics document](#)).

AWARDS

NIFT Best Academic Performance Award

Bangalore, India | 2024

NIFT Meritorious Student Award

Bangalore, India | 2024

ACADEMIC PROJECTS

Limine: 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: An ethnographic research-led project recontextualising the endangered craft of Bidri across brand identity, print, and a documentary film.

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

EDUCATION

London College of Communication, University of the Arts London

London, United Kingdom | 2024 – 2025

Master of Arts - MA in Graphic Branding and Identity Design

National Institute of Fashion Technology

Bangalore, India | 2020 – 2024

Bachelor of Design - Fashion Communication

SKILLS

Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, and Animate), Figma, Procreate

Core Skills

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