Rahulnag Kasturi

COMMUNICATION DESIGNER

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studiohiraku.com

EDUCATION

Woxsen University
B.Des (Hons.), Communication Design, 2027
CGPA: 8.40/10 (till 6th sem)

SKILLS

DESIGN
Brand Strategy, Brand Identity, Visual Systems, Typography, Layout & Editorial Design

TOOLS
Illustrator, Photoshop, Figma, InDesign, Premiere Pro

LANGUAGES
English, Hindi, Telugu

INTERESTS

Documentaries, World-building, Finding Depth in the Normal

SUMMARY

Branding-focused Communication Designer specializing in visual identity systems, with editorial and layout experience. Skilled in building cohesive visual systems across digital and physical touchpoints.

WORK EXPERIENCE

Visual Design Intern — May 2026 – Jul 2026
Antimatter Collective · Hybrid / Remote

- Led the in-house rebrand of a multidisciplinary design studio, from founder discovery to a confirmed wordmark direction
- Built the brand strategy: competitor analysis of 12 studios, client personas, and brand archetypes
- Developed the moodboard, colour and type direction, and wordmark in Figma

Design Intern — May 2024 – Jul 2024
Stray Animal Foundation India

- Designed social media posts and visuals for animal awareness campaigns
- Built branding materials for fundraising and outreach drives
- Worked with the core team to keep visuals consistent with the foundation's voice

PROJECTS

FLUX Magazine — Jul 2025 – Present
Digital Visual Architect

- Shaped the visual identity of 3 published issues: Y2K Pop, People, Indian Maximalism
- 4th issue in progress

NYC Taxi Rebranding — Oct 2025
Conceptual Project

- Reimagined the visual identity of New York City taxis
- Designed the typography, colour system, and exterior markings

VOLUNTEERING & LEADERSHIP

Design Lead — Apr 2026 – Present
Student Council, Woxsen University

- Lead branding, media, and digital initiatives (promoted from Co-Lead)

Key Contributor — Feb 2026
EKAN Communication Design Fest

- Delivered event branding across platforms under tight deadlines

Digital Visual Architect — Jul 2025 – Present
FLUX

- Lead the visual direction for a student-led magazine

Designer — Sep 2025
Club Carnival 2025

- Designed the official event logo and branding