LOS ANGELES, CALIFORNIA

Kov Rastogi

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Selected design work

Creative Designer / Art direction, identity & product

I'm a systems engineer turned UI/UX designer. At Kahla Labs I design identities, write campaign copy and edit films. I've built e-commerce stores for 3+ years, from the first Figma screen to the inventory and checkout behind it.

Company Stories for Sound Ventures — **Open the portfolio**
Five independent studies in art direction, editorial design and interactive storytelling.
kov-rastogi-design.kxvid.chatgpt.site/work/sound-ventures/

Founder & Designer, Kahla Labs

Jun 2026 – Present



Nilayana — Commerce design
Built a Shopify theme around a styled table with shoppable objects.



Pressed + Flower — Seasonal campaign
Art-directed a café campaign around a caramel apple latte.



Swayy — Brand & product
Designed the identity and a 19-screen Figma marketplace prototype.



Measure Joy — Live commerce & film
Built a camera shop and edited a film around the unit a buyer gets.

Engineering experience

Airborne Systems IT Systems Engineer, contract — Jan 2025 – May 2026
Led on-site IT for a manufacturing plant with 500+ endpoints. Automated device setup and security tasks, reducing administrative overhead by 40%.

Prologis IT Data Analyst, contract — Jun 2024 – Jan 2025
Reconciled utility data across four regions in Salesforce and Snowflake. Built SQL reports that helped operations and engineering teams prioritize investments.

Southern California Edison IT Project Management Intern — Jun 2023 – Jun 2024
Redesigned SAP and Oracle dashboards for executives and modeled infrastructure project risk using Python and SQL. The reporting workflow became 25% more efficient.

Design	Brand identity, editorial design, pitch decks, campaign art direction, motion and interactive prototyping.
Tools	Figma, Illustrator, Photoshop, Lightroom, Premiere Pro and After Effects. MCPbridge for design iteration.
Education	University of California, San Diego · B.S. International Business and Finance, 2024. Minor in Data Science.