

Avani Upadhyay

COMMUNICATION DESIGNER | BRANDING & PACKAGING

9924518666 | avani.p.u@gmail.com | www.turquoise-tortoise.com

Multidisciplinary Communication Designer with 5+ years of experience across branding, packaging, campaigns, and digital design. Skilled in developing visual identities and scalable design systems that translate business objectives into clear, engaging brand experiences across print, digital, and physical spaces. Experienced in taking projects from concept and strategy through to production and rollout.

Optmyzr | Graphic Design II

March 2026 – July 2026

- Created an extensive visual design system to establish consistency across brand and marketing communications.
- Collaborated with the marketing team to create visual assets and reusable templates.
- Designed marketing website UI for new product launches and AI-focused pages

Dr. Reddy's Laboratories | Communication Designer

October 2022 – December 2025

- Led end-to-end office branding initiatives across Switzerland, Brazil, and Jamaica, ensuring consistency with global brand guidelines and enhancing employee engagement.
- Redesigned pharmaceutical packaging for Aurigene, optimizing structural and visual design to reduce shipping damage by 80% while maintaining regulatory and brand standards.
- Developed and executed internal communication campaigns, aligning design outputs with business objectives and increasing engagement across departments.
- Developed cohesive visual identity systems for Dr. Reddy's 40th Anniversary, enabling consistent rollout across 16+ countries and 26,000+ employees.
- Collaborated with cross-functional teams across HR, leadership, and production to deliver high-quality design assets within tight timelines.
- Designed event branding and collateral for an international leadership summit, ensuring consistency across on-ground and digital brand touchpoints.

Freelance | Packaging Designer for Karaki Origin

January 2022 – Present

- Designed and scaled packaging systems for 30+ SKUs across multiple product categories, ensuring shelf consistency and strong brand recall.
- Developed visual identity and storytelling frameworks that strengthened customer engagement and contributed to a 50% increase in website traffic.
- Developed market-informed design strategies based on FMCG trends and consumer behaviour in India.

PNKH Design Studio | Design Intern

February 2022 – June 2022.

- Developed branding and packaging for a bottled water startup as a graduation project, covering market research, concept development, and client presentations.
- Created multiple visual identity proposals for diverse clients, strengthening concept development, presentation, and pitching skills.

Democratic Coffee | Graphic Designer

April 2021 – January 2022

- Designed digital assets, infographics, and illustrations, achieving 75% of targeted engagement goals.
- Reimagined coffee label designs through user-centric design iterations, contributing to increased repeat purchases.
- Developed packaging for five instant coffee variants, enhancing on-shelf visibility and contributing to increased sales.

Education

The Maharaja Sayajirao University of Baroda | M.Des.

2020 - 2022

Major: Communication Design

Ahmedabad University | B.Com.

2016 - 2019

Major: Taxation

Skills

Branding & Identity | Design Systems | Brand Strategy | Packaging Design | Art Direction | Communication Strategy | Internal Campaigns | Typography & Layout | Space Branding | Visual Storytelling | Rebranding | Marketing Collateral | Illustration | Campaign Strategy | Graphic Design

Tools

Figma | Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) | Procreate | Microsoft PowerPoint | Microsoft Excel | Microsoft Word