

Avani Upadhyay

VISUAL COMMUNICATION DESIGNER

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Multidisciplinary designer with 4 years of experience shaping brand identity, packaging, and internal communication campaigns for global organizations. Specializes in transforming complex briefs into compelling visual solutions that drive engagement, elevate brand visibility, and nurture workplace culture. Deep experience collaborating with international teams and stakeholders, especially in employer branding and internal communications strategy.

Dr. Reddy's Laboratories | Communication Designer

October 2022 - Present

- Led office branding initiatives for locations in Switzerland, Brazil, and Jamaica, resulting in increased employee attendance and engagement.
- Redesigned packaging for Aurigene Pharmaceutical, achieving an 80% reduction in shipping damages and strengthening global brand recognition.
- Spearheaded HR and internal communication campaigns, driving measurable improvements in engagement across departments.
- Developed the visual identity for Dr. Reddy's 40th Anniversary, connecting over 26,000 employees across 16 countries through unified branding.
- Collaborated on data governance and agile workplace projects, boosting internal adoption rates company-wide.
- Designed identity and collateral for the Emerging Markets team's leadership summit in Jamaica, enhancing event presence and impact.

Freelance | Packaging Designer for Karaki Origin

January 2022 – Present

- Shaped packaging for 30+ SKUs over six product categories, ensuring brand consistency and shelf distinction.
- Crafted brand storytelling elements and design systems, contributing to a 50% uptick in site traffic and customer engagement.
- Conducted in-depth market analysis to develop visual strategies tailored for India's FMCG sector.

PNKH Design Studio | Design Intern

February 2022 – June 2022.

- Worked on a branding and packaging for a bottled water startup as graduation project, including market research, concept ideation, and client-facing presentations.
- Delivered multiple visual identity proposals for diverse clients, strengthening presentation and pitching skills.

Democratic Coffee | Graphic Designer

April 2021 – January 2022

- Designed digital assets, infographics, and illustrations, reaching 75% of targeted engagement metrics.
- Reimagined coffee label designs, driving an increase in repeat purchases through user-centric design iterations.
- Developed packaging for five instant coffee variants, enhancing on-shelf visibility and contributing to higher 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 | Packaging Design | Communication Strategy | Internal Campaigns
Typography & Layout | Space Branding | Visual Storytelling | Marketing Collateral | Illustration | Campaign Strategy

Tools

Figma | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Procreate | Adobe After effects | Adobe Premier Pro