

# Chhavinder Panchal

Brand Strategist & Designer

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Location: Gurgaon, Haryana | Portfolio: [www.chhavinderpanchal.com](http://www.chhavinderpanchal.com)

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## Professional Summary

Brand and packaging designer with 5+ years of experience translating market insights into cohesive visual systems. Designing for D2C and cultural sectors with direct impact on product positioning and customer engagement. A NIFT graduate with expertise in brand architecture, design systems, and cross-functional execution.

Core Competencies: Brand Strategy & Architecture | Packaging Design | Visual Identity Systems | Design Systems | Stakeholder Communication

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## Professional Experience

### Brand & Packaging Designer

**Nutrabay, Gurgaon** | January 2025 – Present

- Led Nutrabay rebrand: Built brand book and architecture via founder interviews, reviving stalled project over 6 months
- Accelerated brand design system execution through strategic positioning and cross-functional collaboration and reduced error rate
- Redesigned packaging and labels for core nutrition range, achieving 100% FSSAI compliance while modernizing shelf impact and competitive positioning
- Synthesized competitive packaging analysis and consumer insights, directly informing redesign strategy for 3 key product lines.

### Founder & Creative Lead

**PrintMyPoster, Gurgaon** | January 2023 – December 2024

- Developed detailed buyer personas through market research, identifying 3 core customer segments and tailoring messaging to each segment's needs

- Built a cohesive visual identity system that achieved few loyal customers
- Facilitated artist platform connecting 10+ creators with commercial market opportunities, balancing artistic and commercial viability.

## Visual Designer

**Crepdog Crew, Saket, New Delhi** | August 2021 – October 2022

- Designed streetwear T-shirt collection that strengthened brand identity and contributed to a cohesive brand experience
  - Innovated structural packaging to enhance unboxing experience, resulting in increased user-generated content and social engagement
  - Generated digital marketing assets across social media channels and retail touchpoints, maintaining visual consistency in all brand communications
  - Partnered with leadership on brand campaigns aligned with community-building mission.
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## Education

### **Bachelor of Design**

National Institute of Fashion Technology (NIFT), Delhi | 2017 – 2021

CGPA: 8.0/10

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## Awards & Recognition

- Brainiac Award – Recognized by Founders & company-wide
  - 2nd Best Design Award, BIBA Apparels Industry Design Competition (2018) for mass-market stole design
  - NIFT Scholar – Recognized for academic excellence
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## Technical Proficiencies

**Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign) | Figma | Design Systems Documentation

**Methodologies:** Brand Architecture | Design Systems | Competitive Analysis | Stakeholder Communication | Cross-Functional Project Execution

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