

Chhavinder Panchal

Brand Designer

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Location: Gurgaon, Haryana | Portfolio: www.chhavinderpanchal.com



Professional Summary

Brand designer with over five years of experience translating market insights into cohesive visual systems that support brand growth. I've worked across D2C and cultural sectors, contributing to product positioning and stronger customer engagement. As a NIFT graduate, I bring expertise in brand architecture, design systems, and cross-functional execution.

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



Professional Experience

Brand 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



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
