

Chhavinder Panchal

Senior Designer | Brand Identity & Systems

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Gurgaon, Haryana

Communication designer with nearly five years of experience translating market insights into building identity systems for D2C and consumer brands. A NIFT graduate. I'm at my best when a brand needs to be rebuilt from the inside out starting from strategy, system, packaging, and ending with all the connective tissue between them.

Professional Experience

Senior Associate – Visual Communication

Nutrabay, Gurgaon | Jan 2025 – Present

- Led the Nutrabay rebrand after the project had stalled for months. Re-interviewed founders, rebuilt the brand book and architecture.
- Currently overseeing visual communication for zero creative defect rate and least rounds of revisions.
- Set up the brand design system the wider team now works from, cut down rework and inconsistency across packaging, web, and retail.
- Redesigned packaging for the core nutrition range. Modernised shelf presence and met FSSAI compliance across the line.
- Ran competitive packaging audits and consumer research that shaped redesign decisions across three product lines.

Founder & Creative Lead

PrintMyPoster, Gurgaon | Jan 2023 – Jan 2025

- Founded and ran a print-on-demand poster studio end-to-end brand, product range, web, fulfilment, and customer acquisition.
- Built an artist platform that worked with 10+ independent creators, handling curation, licensing, and revenue split.
- Designed and shipped the brand identity, packaging, and e-commerce experience from scratch.
- Developed buyer personas and ran the messaging for three distinct customer segments.
- Closed the business at the end of 2024 to return to in-house brand work.

Visual Designer

Crepdog Crew, New Delhi | Aug 2021 – Oct 2022

- Developed the brand identity Crepdog Crew still uses today, logo, type system, and the visual language carried across product, packaging, and social.
- 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.

Education

Bachelor of Design

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

CGPA: 8.0/10

NIFT Scholar – Recognized for academic excellence



Awards & Recognition

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

Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Notion, type systems, packaging, design system documentation.

Strategy: Brand architecture, positioning, competitive analysis, founder interviews, messaging.

Operations: Project leadership, client and stakeholder management, QC, cross-functional execution.