

# Praachi Zaveri.

RESEARCH-DRIVEN BRAND & PACKAGE DESIGNER

## GET IN TOUCH!

praachizaveri@gmail.com  
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Linkedin

## EXPERIENCE

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**Susan G Komen x SCADpro**, Designer — *Savannah* | MARCH 2024 - PRESENT

- Collaboratively creating an immersive experiential design for Komen's 'Race for the Cure' event with the goal of increasing retention.
- Developing campaign deliverables as well as advertising material to launch and promote the project.

**Covergirl x SCADpro**, Art Director — *Savannah* | JANUARY 2024 - MARCH 2024

- Developed strategy to reimagine a heritage brand's values for a GenZ audience.
- Led the design team in packaging redesign to differentiate Covergirl's pillar product from competitors.

**Interbrand**, Graphic Designer — *Mumbai* | JUNE 2022 - NOV 2022

- Conducted grassroots level research for corporate MNCs to test and validate proposed design and brand strategies.
- Designed brand refreshed, design languages and extensions to modernize classic or established brands.

**Design Nuggets Newsletter**, Co-Founder | JUNE 2020 - JUNE 2022

- Wrote, edited and designed visual as well as written content for a digital bimonthly newsletter.
- Managed administrative and business functions including outreach, marketing, community communication, scheduling and growth.

**Studio Glyph**, Brand Designer — *Mumbai* | SEPTEMBER 2020 - MAY 2022

- Developed brand visuals, experiences and packaging based on brand strategy created collaboratively with clients.
- Worked directly with clients to create strategic business positioning and supporting concept based visual designs.

**Seenk**, Design Intern — *Paris* | JULY 2019 - NOVEMBER 2019

- Spearheaded design for an international launch campaign, worked on deliverables including an on-site mural which increased project visibility.
- Created multi-media artworks and layouts for branding and advertising.

**Freelance Designer** | NOVEMBER 2018 - PRESENT

- Designed editorial illustrations as part of the core team of a financial literacy NPO startup and contributed to its launch and growth.
- Created various design and strategy deliverables for a restaurant, hotel, stationery and apparel start-up amongst other businesses.

**ABND**, Design Intern — *Mumbai* | JUNE 2018 - AUGUST 2018

- Streamlined client facing processes to build studio efficiency & productivity.
- Wrote opinion based & informative articles for the studio's blog to educate and set expectations for clients about the structure of the creative process.

## EDUCATION

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**Master of Arts, Graphic Design and Visual Experience**  
Savannah College of Art & Design  
2023 - PRESENT

**Visual Communication Diploma**,  
École Intuit Lab  
JUNE 2016 - JULY 2020

**Bachelor of Arts, Psychology**  
Mumbai University  
JUNE 2017 - OCT 2020

## CERTIFICATIONS

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**Design Research & Insight Translation**,  
Lextant

**SCADamp Certification**,  
for skill building in  
professional communication

## OTHER

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**Social & Communications Head  
for SCAD's Graduate Design Club**  
SAVANNAH | 2023-24

**Exchange Program in  
Aix-en-Provence**  
FRANCE | 2017

**Parsons Summer School**  
MUMBAI | 2015

## LANGUAGES

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English (Native)  
German (Intermediate)  
French (Intermediate)  
Spanish (Intermediate)  
Hindi (Intermediate)

## SKILLS

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Branding · Packaging · Typography  
Illustration · Lettering · Web Design  
Motion Design