

Praachi Zaveri.

RESEARCH-DRIVEN BRAND & PACKAGE DESIGNER

GET IN TOUCH!

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EXPERIENCE

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

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

Design Research & Insight Translation, Lextant

SCADamp Certification, for skill building in professional communication

OTHER

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

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

SKILLS

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