

Akanksha Salvi

brand & packaging designer

With over 5 years of experience in identity and packaging design, I am passionate about **crafting brands that blend meaningful narratives with economic value.**

experience

Apple Inc. Cupertino, CA
Design Packaging Intern May 2025 - Aug 2025

- Provided support in **design process and creation of graphics for packaging across multiple Apple products.**
- Contributed to the **layout, type-setting, hierarchy and concept development to elevate the unboxing customer experience.**
- **Built full-scale mockups and print comps for packaging concept visualization** and conduct extensive customer testing.
- Collaborated with Design and Packaging producers, **Industrial Design, Human Factors, Product Marketing, Environment and Identity** teams to maintain Apple's commitment to meticulous detail and innovation.

Pratt Institute New York City, NY
Print Lab & IT Assistant August 2024 - Present

- Supported print production processes and collaborated with designers to solve technical and print production challenges.
- Graduate Assistant
- Designed 'Iteratio' publication, managing layout, print, and digital assets in Adobe InDesign with editors and supervisors.

Therefore Design Pune, India
Brand & Packaging Designer 2022-2024

- Led 15+ branding and packaging projects for clients across **Food & Beverage, Beauty, Wellness & Fin Tech industries**, increasing client sales by up to 25% through strategic design.
- **Supervised and directed print production processes, color spins & optimization, product photo-shoots** for brand assets.
- **Spearheaded client communication and project management**, delivering 95% of projects on time and within budget.

Vinegarden Films Gurgaon, India
Visual Designer & Illustrator 2020-2022

- **Conceptualized brand videos along with illustrating assets for storyboarding** for major clients like Amazon across the USA, Europe and India, improving brand video engagement by 30% on platforms like YouTube and Amazon Seller Central.
- **Managed complex timelines, strengthening client relationships** and increasing follow-up projects by 35%.

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education

Pratt Institute New York City, NY
MPS Design Management 2024-2026

Relevant coursework: Strategic Technology, Leadership & Team Building, Financial Reporting and Analysis, Design Operations Management, Business Strategy, Triple Bottom Line by Design.

Symbiosis Institute of Design Pune, India
B.Des Communication Design 2018-2022

Relevant coursework: Branding & Identity Design, Packaging Design, Typography and Publication Design, Visual Strategy

skills

Illustrator	Webflow (Certifications)
Photoshop	Adobe XD
InDesign	Figma
After Effects	Cinema 4D
Premiere Pro	Generative AI softwares

expertise

Branding & Identity	Print Production
Packaging Design	Market Research
Typography	Visual Storytelling
Publication Design	Brand Management

awards

India's Best Design Project 2024 (Viah Beauty)

Best Graduation Project in Graphic Design (SID)

\$25,000 Scholarship for Academic Excellence