Akanksha Salvi

packaging designer

New York City, NY
www.akanksha.work
asalvi@pratt.edu
+1 (908) 923 1669

With **5+ years** of experience in branding, packaging & print, I help brands **translate stories through packaging** that **connects meaningful narratives with real business value.**

experience

Enchanté Living — New York City, NY
Packaging Design Intern — January 2026 - Present

- **Designing brand-consistent packaging for home décor & lighting products** along with creating mockups, physical comps, and conducting color spin tests.
- Reviewing die-lines, applying branding to new SKUs, and preparing accurate, print-ready artwork.
- **Use generative AI tools** (Firefly, Gemini, Midjourney, ChatGPT) with **prompt engineering and art direction** to create scalable, production-ready visual assets with precision.

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
Graduate Assistant — Aug 2024 - Present

- 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.**
- **Supervised and directed print production processes, color spins & optimization, product photo-shoots** for brand assets.
- Spearheaded client communication and project management, delivering projects on time and within budget.

education

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

Relevant coursework: Strategic Technology, Sustainability Studies, Design Operations Management, Intellectual Property Law, Business Strategy, Financial Reporting and Analysis, Negotiations.

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

expertise

Packaging Design	Print Production
Branding & Identity	Market Research
Typography	Visual Storytelling
Publication Design	Prompt Engineering

awards

India's Best Design Project 2024 (Viah Beauty)

Best Graduation Project in Graphic Design (SID)

$25,000 Scholarship for Academic Excellence