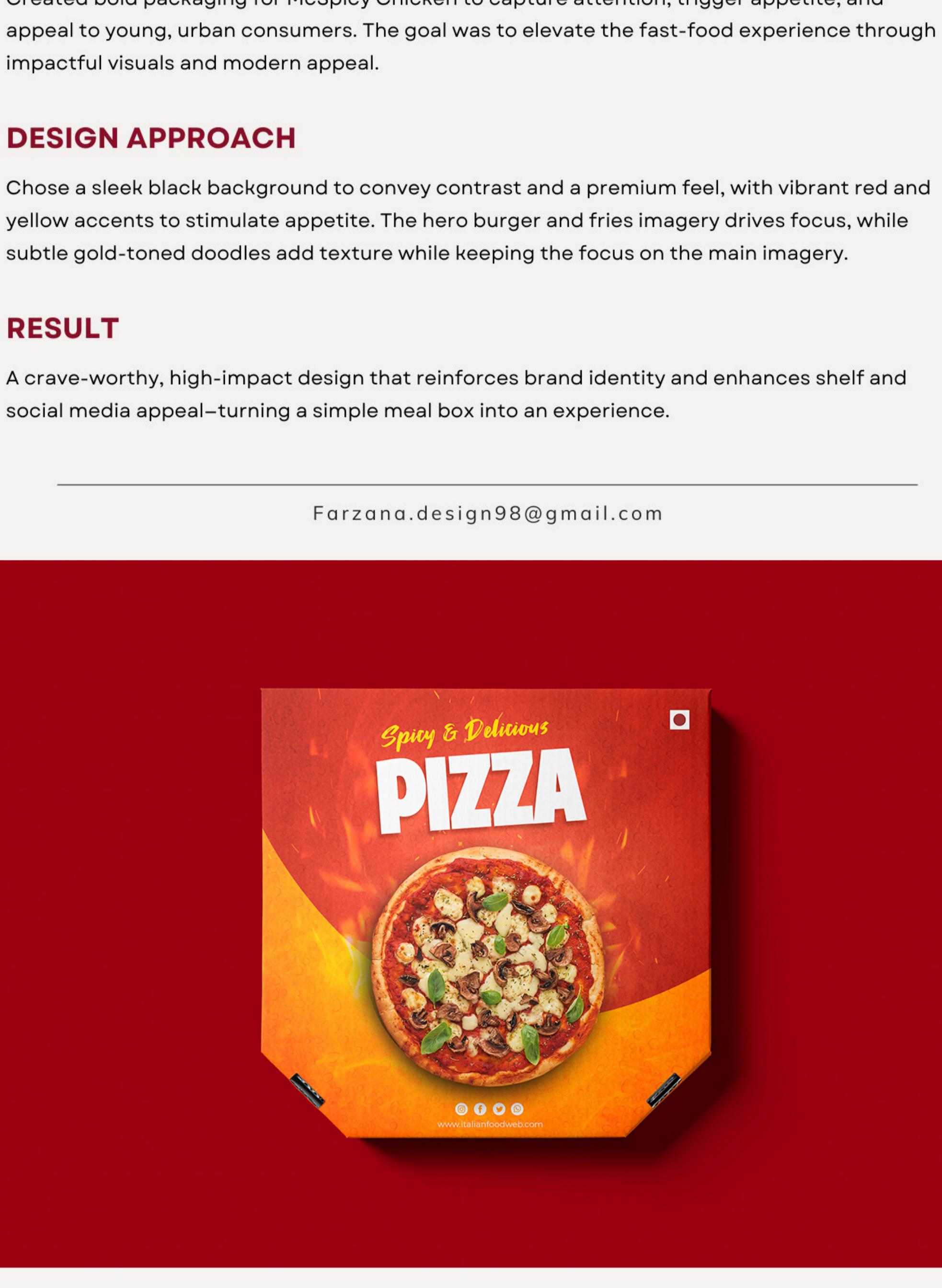




PACKAGING DESIGN

BURGER BOX



PURPOSE & CONCEPT

Created bold packaging for McSpicy Chicken to capture attention, trigger appetite, and appeal to young, urban consumers. The goal was to elevate the fast-food experience through impactful visuals and modern appeal.

DESIGN APPROACH

Chose a sleek black background to convey contrast and a premium feel, with vibrant red and yellow accents to stimulate appetite. The hero burger and fries imagery drives focus, while subtle gold-toned doodles add texture while keeping the focus on the main imagery.

RESULT

A crave-worthy, high-impact design that reinforces brand identity and enhances shelf and social media appeal—turning a simple meal box into an experience.

Farzana.design98@gmail.com



PACKAGING DESIGN

PIZZA BOX

PURPOSE & CONCEPT

Designed vibrant pizza packaging to immediately evoke warmth, flavor, and indulgence. Targeted toward casual, fun-loving customers, the concept aimed to reflect the bold, social nature of enjoying a pizza.

DESIGN APPROACH

A red and yellow color palette was used to stimulate appetite and reflect energy, passion, and tradition. Central pizza imagery is supported by playful illustrations and bold typography, creating a visually rich yet approachable layout.

RESULT

A fun, high-energy packaging design that grabs attention, reinforces the brand's personality, and enhances the unboxing moment—perfect for dine-in, delivery, or takeaway.

Farzana.design98@gmail.com



PACKAGING DESIGN

BODY CREAM



PURPOSE & CONCEPT

Designed minimal body cream packaging to reflect softness, self-care, and natural beauty. Targeted at a wellness-conscious audience, the goal was to evoke a sense of calm and purity with a subtle, feminine touch.

DESIGN APPROACH

A soft baby pink base sets a soothing tone, while warm orange text adds a modern, uplifting contrast. A delicate rose outline was integrated to highlight the natural rose extract without cluttering the design.

RESULT

A refined, elegant packaging solution that feels gentle, fresh, and premium—perfectly aligned with the skincare product's promise of natural nourishment and simplicity.

Farzana.design98@gmail.com