

H P Shivaraj Acharya

ART DIRECTOR · BRAND STRATEGIST · FINE ARTIST

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Studio: sivnco.in | Academy: svartart.com

176%

REVENUE GROWTH

15+

SKUS DESIGNED E2E

4+ Yrs

COMMERCIAL DESIGN

2.5x

BRAND RECALL GAIN

PROFESSIONAL SUMMARY

Art Director and Brand Strategist with a fine art foundation, building brand systems and campaign concepts that move revenue. Sole creative director for Jus Amazin's complete visual identity — packaging, campaigns, and brand systems across 15+ SKU lines — contributing to 176% revenue growth. Background spans fine art (BFA Gold Medal), curriculum design, and independent studio practice.

PROFESSIONAL EXPERIENCE

Design & Communication Manager (Art Director)

August 2023 – Present

Jus Amazin Foods & Beverages · Bengaluru, Karnataka

- Sole creative director for Jus Amazin's complete brand system — concept, packaging, and campaign work across 15+ SKU lines, contributing to 176% revenue growth and a 2.5x increase in brand recall.
- Developed advertising campaigns extending the brand system into motion, retail, and social — including a 30-second Q-commerce film and a typography-led back-of-pack system.
- Conceived and art-directed three advertising campaigns (Almond Milk Q-commerce film, Desi Energy Bar retail launch, Superfoods typography system) — see sivnco.in/campaigns
- Designed 15+ SKU packaging lines end-to-end: Jowar Puffs, Almond Butter, Desi Energy Bars, Gluten-Free Atta, Millet Mixtures, and Pancake Mix.
- Improved production efficiency by 40% through standardised design-to-print workflows and reusable template systems.

Founder & Principal Designer

2023 – Present

Sivnco Independent Design Studio · Remote / Bengaluru

- Founded and operate an independent design studio focused on D2C, FMCG, and founder-led brands offering brand identity, packaging, marketing design, illustration, and art commissions.

SKILLS & TECHNICAL EXPERTISE

BRAND & IDENTITY

Brand identity systems, Logo design, Visual language, Brand guidelines, Design systems, Art direction, Typography

PACKAGING DESIGN

Flexible FMCG packaging, Label design, Material specification (Matt BOPP, Met-PET, PE), Print production management, Rotogravure & digital print

SOFTWARE & TOOLS

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Substance 3D), Figma, Procreate, Canva, Spline, Framer, GitHub

EDUCATION

Bachelor of Fine Arts (BFA) in Applied Arts

2019 – 2023

Chamarajendra Academy of Visual Arts (CAVA) · Mysuru

- Awarded **Gold Medal** for achieving excellence of distinction in university for applied arts (2023).