

**DESIGN** *that*  
Delights

lindsay  
design

BY LINDSAY SILVEIRA

2026





**I'm Lindsay, an Independent Art Director and Designer. I help brands communicate and build lasting relationships with their customers through strategy and Design that Delights.**

INDUSTRY EXPERIENCE

Experienced in collaborating with startups and established corporations across diverse sectors, including Pharmaceuticals and Healthcare, Hospitality, FMCG, IT and Technology, NGOs and Foundations, Amazon sellers, Manufacturing, and Retail.

AREAS OF EXPERTISE

Brand strategy, branding and identity development, packaging and label design, editorial layouts, digital and print marketing collaterals, as well as Amazon A+ content and storefront marketplaces.



# Your Personal Art Director!

Compelling problem-solving abilities, innovative solutions, and a track record of delivering successful outcomes for clients for the past two decades.



**20**

Years of  
Experience



**110+**

Happy  
Clients



**6+**

Agency  
Partnerships

Based in India, Serving Clients Worldwide

AS A CREATIVE CONSULTANT:

Clients appreciate my easy design delivery process, accessibility, quick turn around times & positive outcomes.

GLOBAL REACH. SEAMLESS DELIVERY

India // Kuwait // Dubai  
// London // Chicago  
// Hongkong // Moldova  
// Netherlands

DESIGN PORTFOLIO:

<https://www.behance.net/linsanitydesign/>



# The Business Impact of Strategic Design

Strategic design isn't just about aesthetics—it's about driving measurable business results and creating lasting impressions that convert.

Design is an investment, not a cost.

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**3x**  
**Brand Recognition**

Professional design increases brand recognition and recall, making your business memorable in crowded markets.

**2.5x**  
**Customer Trust**

Quality design builds credibility and trust, converting skeptical visitors into confident customers.

**85%**  
**First Impression**

Your visual identity forms the first impression—make it count with design that captures attention instantly.

**40%**  
**Sales Volume of Strong Brands**

Strategic branding and design directly contribute to business growth and increased market share.

Source: Data derived from five-year historical work success metrics.



# Services that Transform

Design solutions tailored to elevate your brand and captivate your audience.

## Brand Guidelines and Systems

Comprehensive brand guidelines that ensure consistency across all touchpoints, empowering your team to maintain brand integrity.

## Logo Design and Brand Identity

Creating memorable logos and comprehensive brand identity systems that capture your brand's essence and resonate with your target audience.

## Packaging and Label Design

Eye-catching packaging designs that stand out on shelves and create lasting impressions, driving product success and brand recognition.

## Digital and Social Design

Engaging digital content and social media designs that amplify your online presence and connect with your audience effectively.

## Editorial and Poster Design

Captivating editorial layouts and poster designs that communicate your message with visual impact, engagement and brand recall.

## Mascot and Brand Character Design

Unique and memorable mascot characters that bring personality to your brand and create emotional connections with audiences.

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Featured on:

**DIELINE**

**PRINT**

**POTW**  
PACKAGING OF THE WORLD



*E*  
**ELLINGTON**  
PENS™

# Vibrant Packaging and Retail Impact

Packaging that demands attention by breaking traditional norms, and bringing your brand to the modern day consumer.

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# Sophistication and Premium Authority

Elevated elegance.  
Building authority and  
industry leadership  
through refined aesthetics  
and establishing brand  
positioning.

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# Hospitality and Sensory Connection

Visuals that whet the appetite. Branding for Hospitality and Retail sectors.

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**ROOTING FOR inOY**

**NUTRITION 80% 20% ACTIVITY 100% RESULTS**

**First in Nashik**

**#healthy is the new tasty**

**Livin' on the veg!**

**Drink happy thoughts.**

Making the shift from restrictive dieting to mindful eating, in a way that is easy and enjoyable.

One design for all, to reduce printing costs and paper wastage - as opposed to individual packaging per SKU

# Culture, Heritage and Community

Authentic Storytelling.  
Bridging the concept of living heritage to the masses for the Duhumbi Heritage Fair, supported by WWF India.

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# Product Utility and Functional Clarity

Simplifying the complex.  
Functional packaging and  
clear visual hierarchy for  
consumer products.

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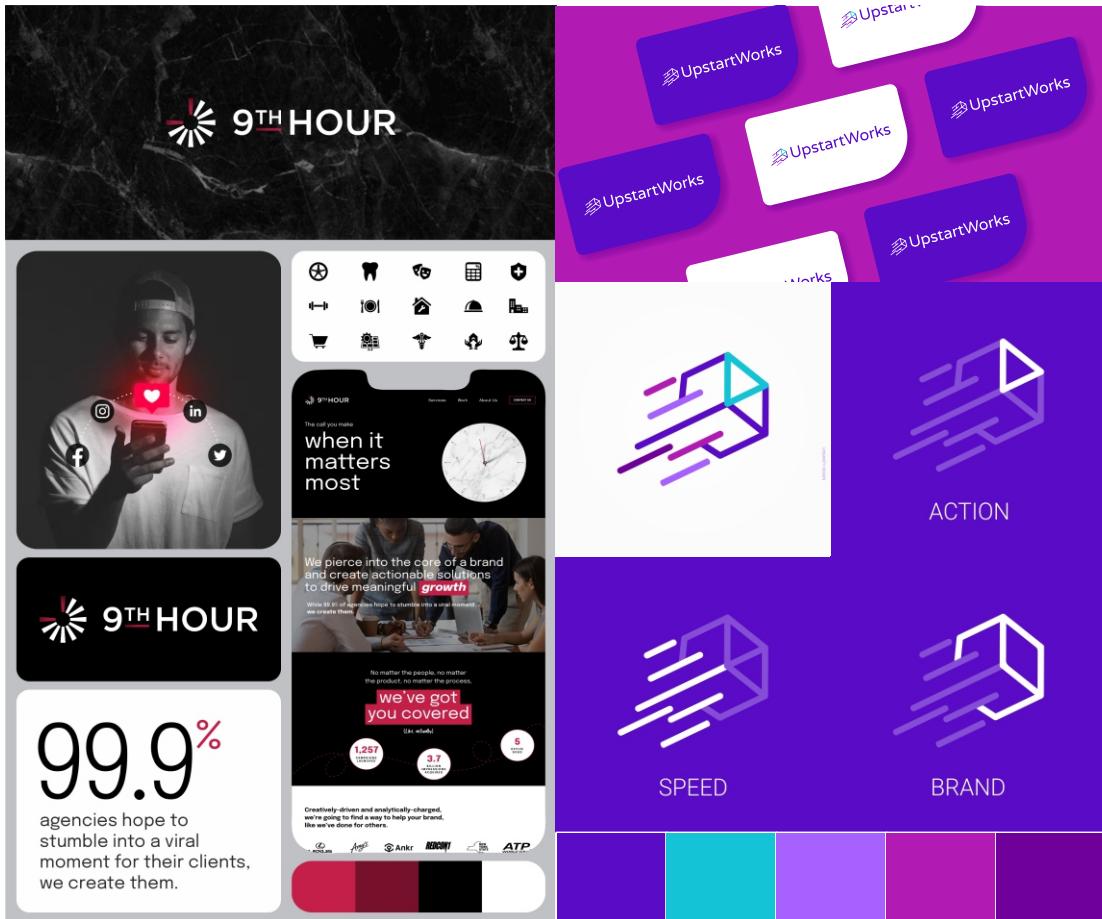


# Digital-First Identity

Identities built for the digital age. Scalable and responsive design that fits on screen and off.

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**Lindsay Silveira**

Independent Art Director and Designer

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**Partner with me and discover how bold, strategic design can set you apart, fuel your brand's growth, and turn your toughest challenges into creative solutions.**



# My 7-Step Branding Process

Each step builds a cohesive brand identity through structured client interaction, research, and design iteration.

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## Step 1: Discovery Call

Gather business details, scope, and goals; provide price range.

## Step 2: Proposal

Offer tiered packages with explicit 50% upfront payment terms.

## Step 3: Research

Build strategy, creative brief, and mood boards for approval.

## Step 4: Ideate

Collect and annotate visual inspirations for differentiation.

## Step 5: Explore

Explore and refine multiple design concepts manually, or digitally.

## Step 6: Design & Present

Digitize, test on mockups, and present concepts live, or over email.

## Step 7: Delivery

Release all files and guidelines post-final 50% payment.

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design

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LINSANITYDESIGN.COM

SEE YOU WHERE YOU ARE



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