

Red Bull®

SCUDERIA

ALPHATAURI



Aayush Gupta

Graphic & Packaging Designer

A designer who thinks in systems and speaks in objects.
Specialising in packaging, brand identity, and print — from concept
through to physical prototypes and production-ready dielines.

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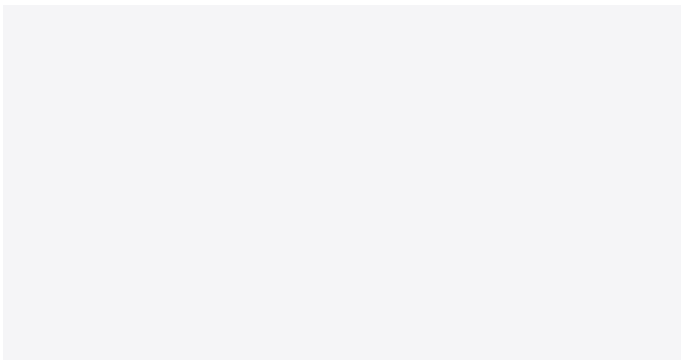
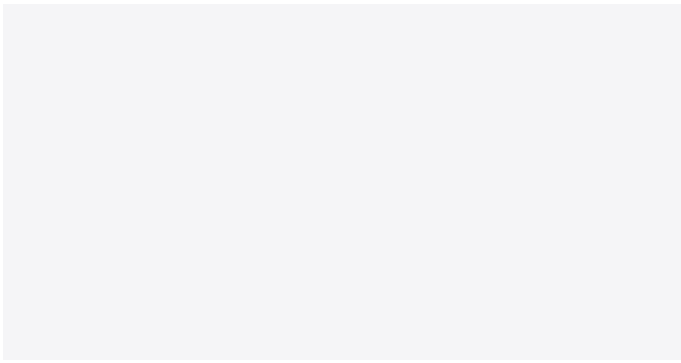
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Gourmet Sub Pizza Toasties

A complete brand and packaging system built for Gourmet Sub — a fast-casual sandwich and pizza toastie brand. The challenge: create a visual language warm enough to feel handmade, systematic enough to roll out across every touchpoint.

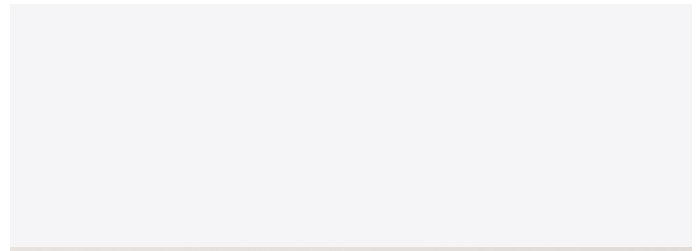
The illustration-led identity uses loose hand-drawn food iconography paired with conversational copy — "Ummm, cheesyyy" and "Chest day at the gym" — to build a brand voice that feels like a friend handing you food, not a corporation selling it.





Packaging Box Mockup

Gourmet Sub packaging box mockup on kraft corrugated board.



Salad Bowl

Paper salad bowl featuring the full illustration pattern.

Every packaging format in the Gourmet Sub system carries the same illustration set — cookies, sub sandwiches, burgers, sauces — scaled and adapted for each substrate. The packaging box mockup shows how the brand identity translates to a premium unboxing experience.



From Screen to Prototype

Structural packaging design requires thinking in three dimensions from the first mark. Every dieline for the Gourmet Sub system was developed with fold mechanics, print bleed, and assembly in mind — then tested as physical paper prototypes before going to print.

The process journal visible here shows client-facing notes alongside structural annotations: "Flap CR/L → Rotate Elements", "Back Fold → 180° Rotate" — the real language of packaging.

Sweet Chilli Sauce Label

Label design for a boutique bottled hot sauce — balancing the premium feel of a heritage grocery brand with enough edge to sit alongside craft food products.

The hand-drawn flame illustration adds personality without losing shelf legibility. The label architecture — brand mark, product name, chilli illustration — follows a clear hierarchy that works at arm's length and in hand.



Sweet Chilli Sauce — Bottle Label · Photography & Label Design

Doughin Pizza House

Brand identity and pizza box packaging for Doughin Pizza House — a neighbourhood pizzeria that wanted to feel local, energetic, and a little bit fun.

The typographic logo uses a custom umlaut on the "o" to give the name visual distinctiveness and a nod to Italian heritage without being pastiche. The mascot — a dough-tossing pizza maker — brings life to kraft board without competing with the logo. Clean, confident, and completely ownable.



Doughin Pizza House — Pizza Box Packaging · Logo & Mascot Character Design

City Map Can Series

A concept can label series exploring what happens when cartography meets packaging. Each can features the street grid of a different city — Chicago, New York — printed in fine black line on a white ground, with city name and coordinates set in a clean geometric sans-serif.

The result is collector-worthy packaging that celebrates place. Minimal in colour, maximal in detail — the kind of design that rewards a closer look.



City Map Can Series — Chicago & New York · Label Design Concept

Red Bull Scuderia AlphaTauri

Can design concept for the Red Bull Scuderia AlphaTauri F1 team — merging the visual equity of the Red Bull brand with the distinctive AT monogram and team identity.

The design uses a brushed silver aluminium base to evoke motorsport engineering, with the team logo scaled to command the primary face and a driver portrait printed in monochrome at the lower third. Every element is locked within the Red Bull brand architecture, demonstrating the ability to work within tight brand systems at scale.



Red Bull Scuderia AlphaTauri — Can Design Concept · Brand Extension

Good design is how it works.

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