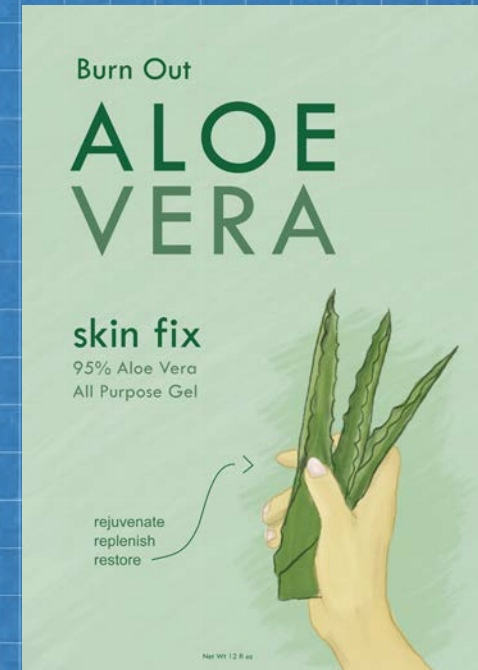
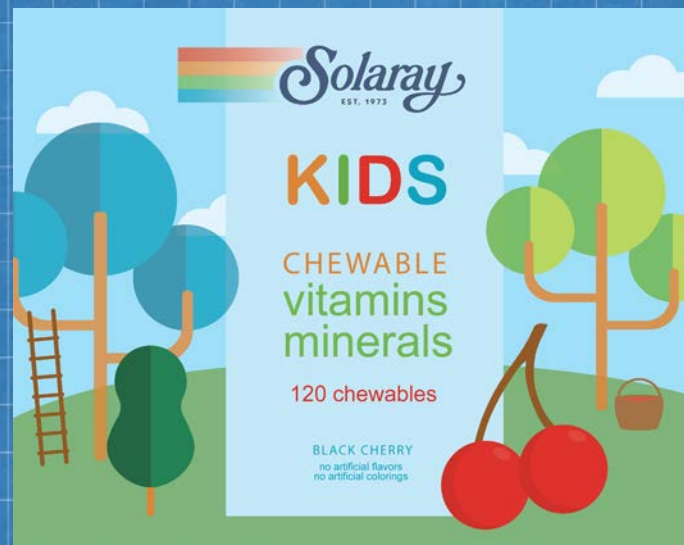
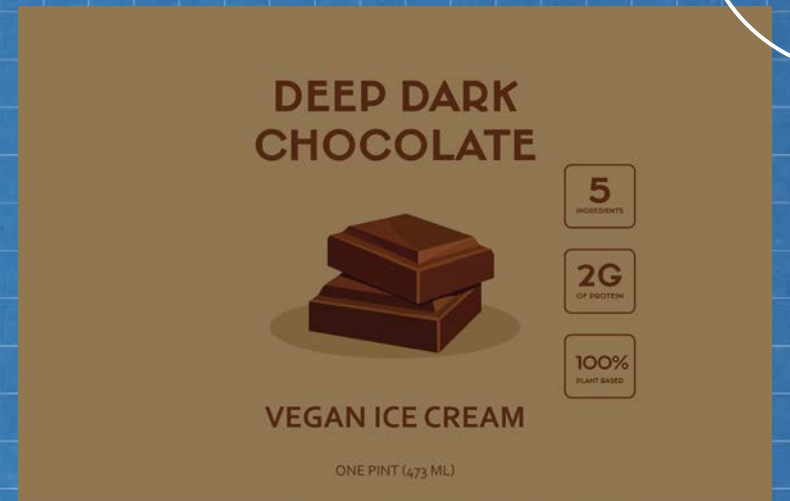
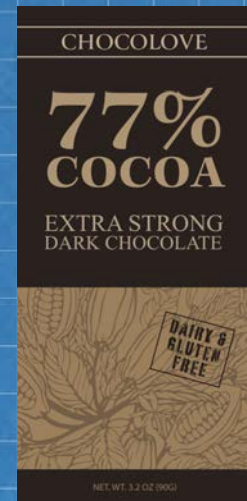
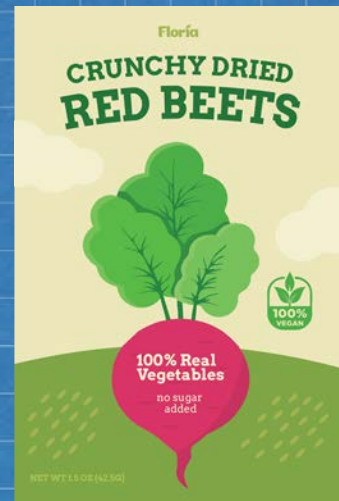
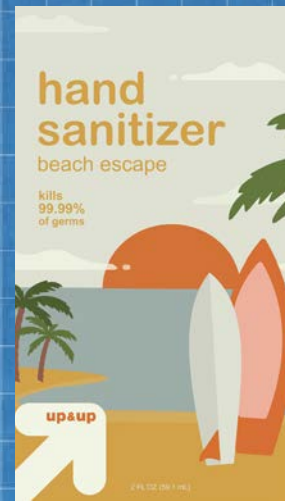


KYLEE BODILY

A technical drawing of the name 'KYLEE BODILY' in a hand-drawn, sketchy font. The text is contained within a rectangular frame defined by two horizontal lines. Various construction lines and arrows are used to define the letterforms: a vertical line with an upward arrow for the 'K' stem, a curved arrow for the top of the 'Y', a vertical line with an upward arrow for the 'L' stem, a vertical line with an upward arrow for the 'E' stem, a vertical line with an upward arrow for the 'D' stem, and a vertical line with an upward arrow for the 'I' stem. A vertical dimension line on the right side of the frame is labeled '100', indicating the height of the letters.

CREATING A PROCESS

A technical drawing of the phrase 'CREATING A PROCESS' in a hand-drawn, sketchy font. The text is contained within a rectangular frame defined by two horizontal lines. Various construction lines and arrows are used to define the letterforms: a vertical line with a downward arrow for the 'C' stem, a vertical line with a downward arrow for the 'R' stem, a vertical line with a downward arrow for the 'A' stem, a vertical line with a downward arrow for the 'P' stem, a vertical line with a downward arrow for the 'R' stem, a vertical line with a downward arrow for the 'O' stem, and a vertical line with a downward arrow for the 'S' stem. A vertical dimension line on the right side of the frame is labeled '112', indicating the height of the letters. A horizontal dimension line below the 'P' and 'R' is labeled '24', indicating the width of the letters. A diagonal line with an arrow points to the top of the 'O'.

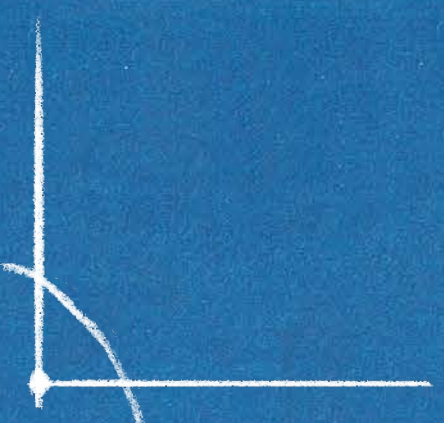
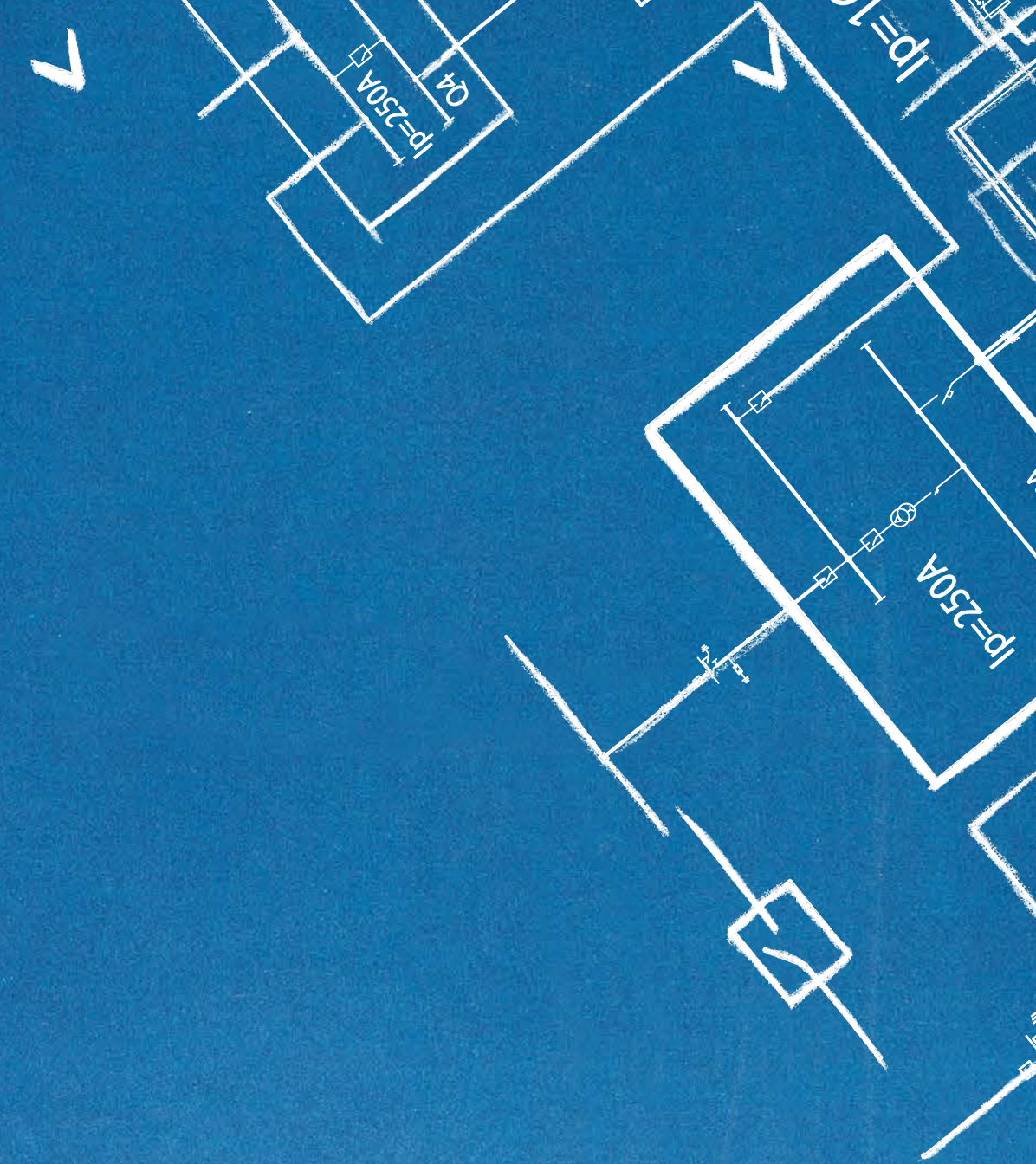


Project Overview

18 DESIGNS IN 18 DAYS

Over the course of 18 days I completed 18 packaging redesigns. With each design there was an opportunity to better highlight the benefits and selling points of the product.

This project required problem solving and consistency in a short amount of time. Requiring the development of a repeatable and effective design process.



Analysis

Sketching

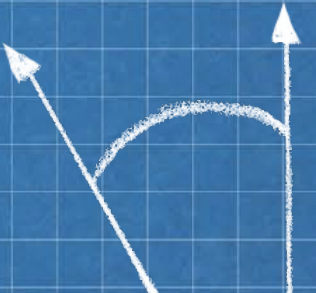
Setting Goals

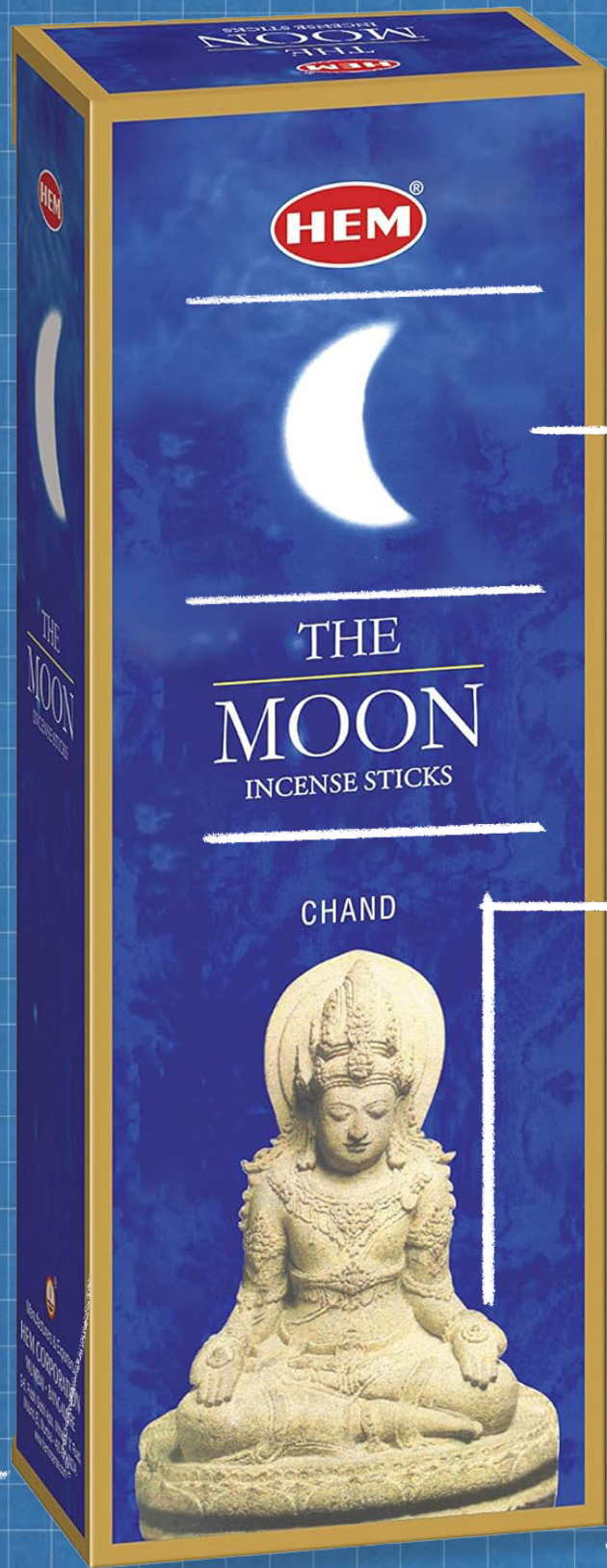
Designing

Creating a Process

Being the first time, I have attempted this quantity of package design, my first five days were spent exploring and experimenting. It resulted in some of

my best and worst designs. I used this experience to build of both my success and failures, creating an effective and repeatable design.





Composition

The composition lacks visual hierarchy

Elements

This is non-traditional scented incense, meaning religious imagery will not connect with the target audience.

Analysis

I first identified current issues within each design. Every issue would fall into a category of either concept, elements, composition, or style.

Once I reverse engineered what wasn't working, I was able to correctly address the root problems.

Setting Goals

Before starting to design, I established clear goals unique to each product. These goals would be clear measurable outcomes based on my conclusions

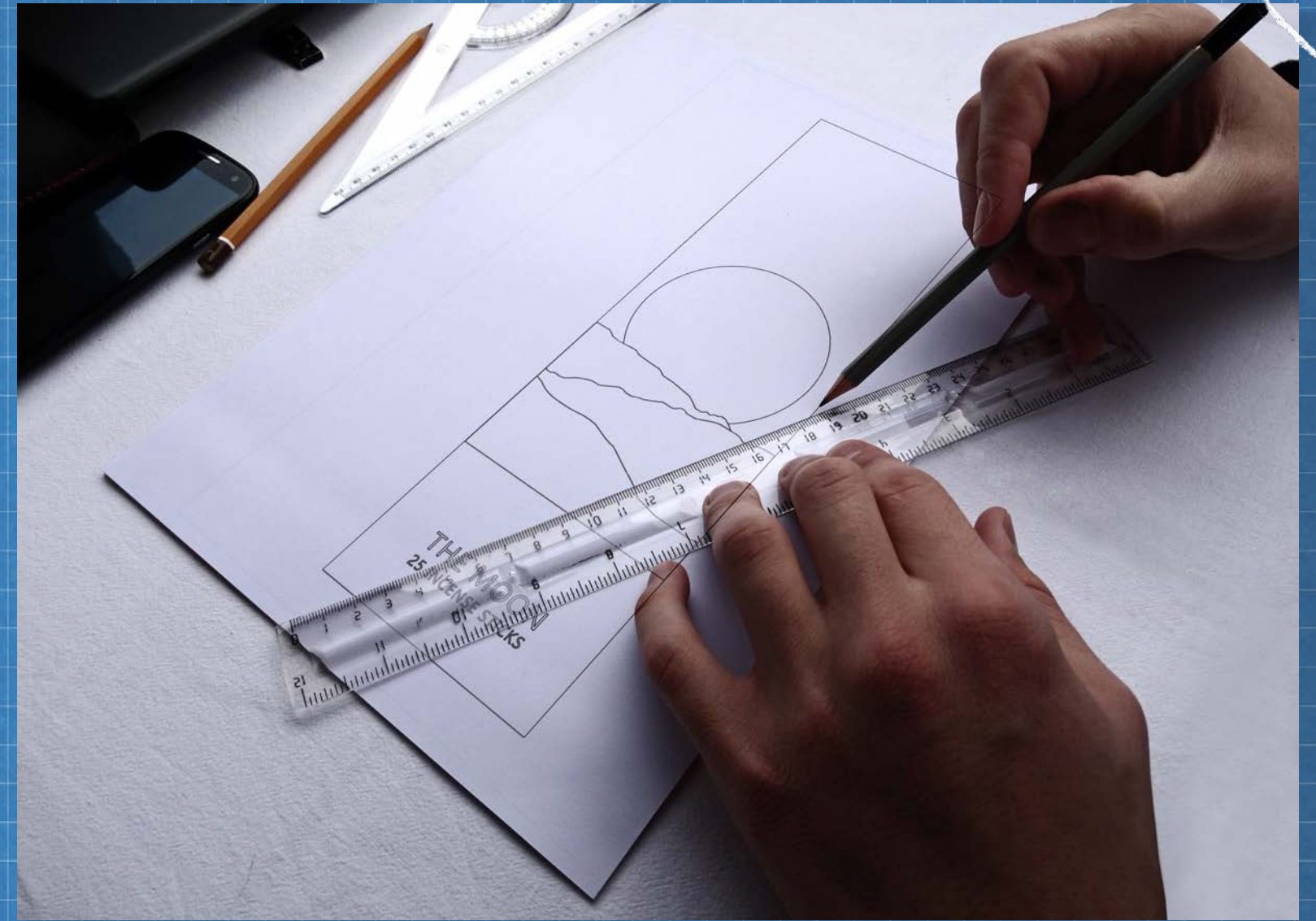
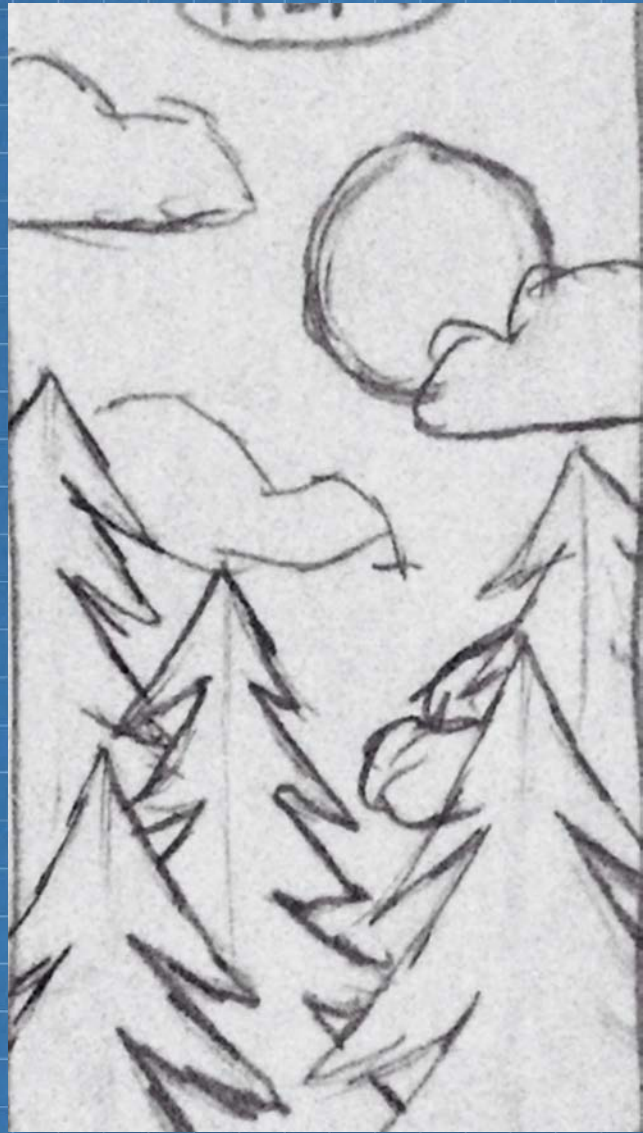
from the design analysis. The goals served as an extra quality check. If I hadn't achieved the set design goals-- I wasn't done.

Goal 1 →
Establish a clear visual hierarchy.

Goal 2 →
Connect better with the target audience by changing design elements and style.



80



Sketching

After making goals, I would sketch out my design, often trying several different compositions before picking one. As I was limited to a couple hours each day,

this was an essential part of the process and a key to success. The better the sketch the better the final.

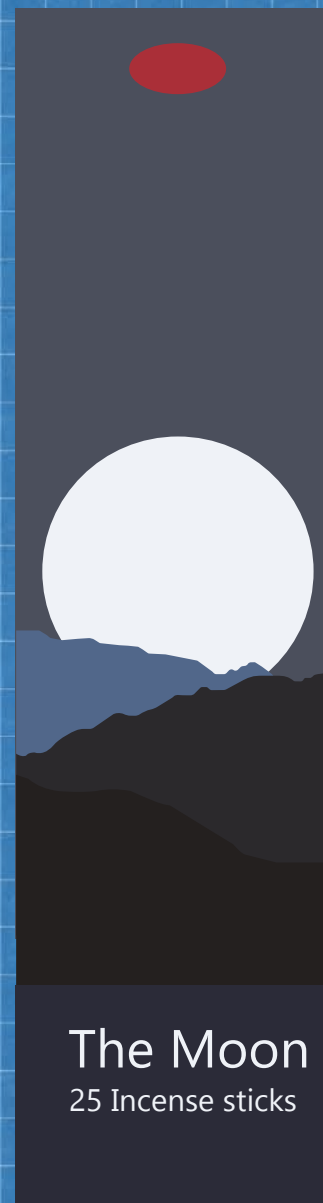
Designing

My last step was to take my sketch and start finalizing. This is when I would pick fonts, create design assets, and make any final changes.

Although this stage looked slightly different each day, it always included a vector outline, a first draft, and a final.

Vector Outline

I outlined my sketch, picking colors and sizing.



First Draft

I used Photoshop brushes to add texture and dimension. However, it was still not meeting all the goals.

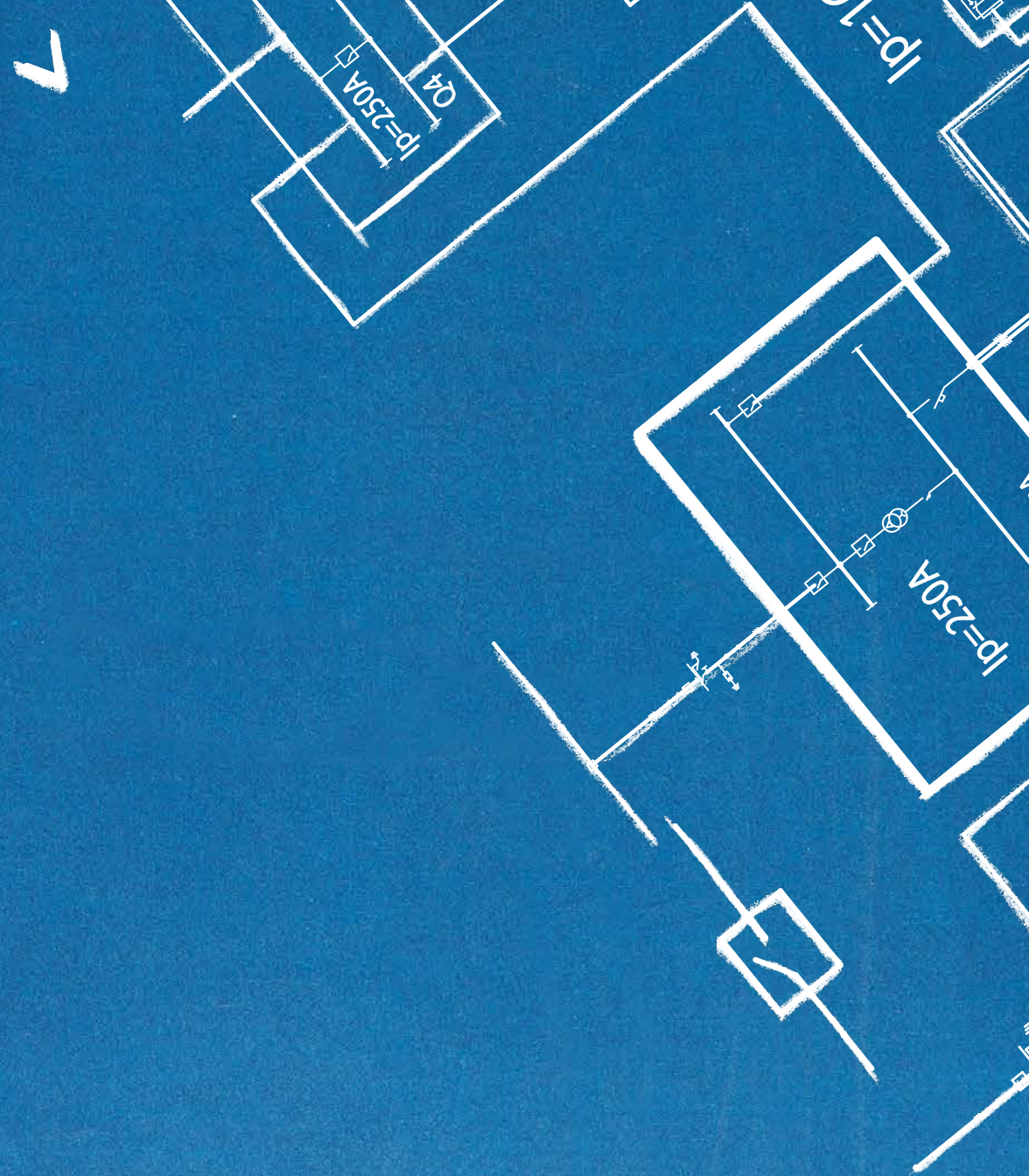


Final

I made my final design, making small edits to meet the goals.



FINALS



CHOCOLOVE

77%
COCOA

EXTRA STRONG
DARK CHOCOLATE

DAIRY &
GLUTEN
FREE

NET. WT. 3.2 OZ (90G)





BEFORE

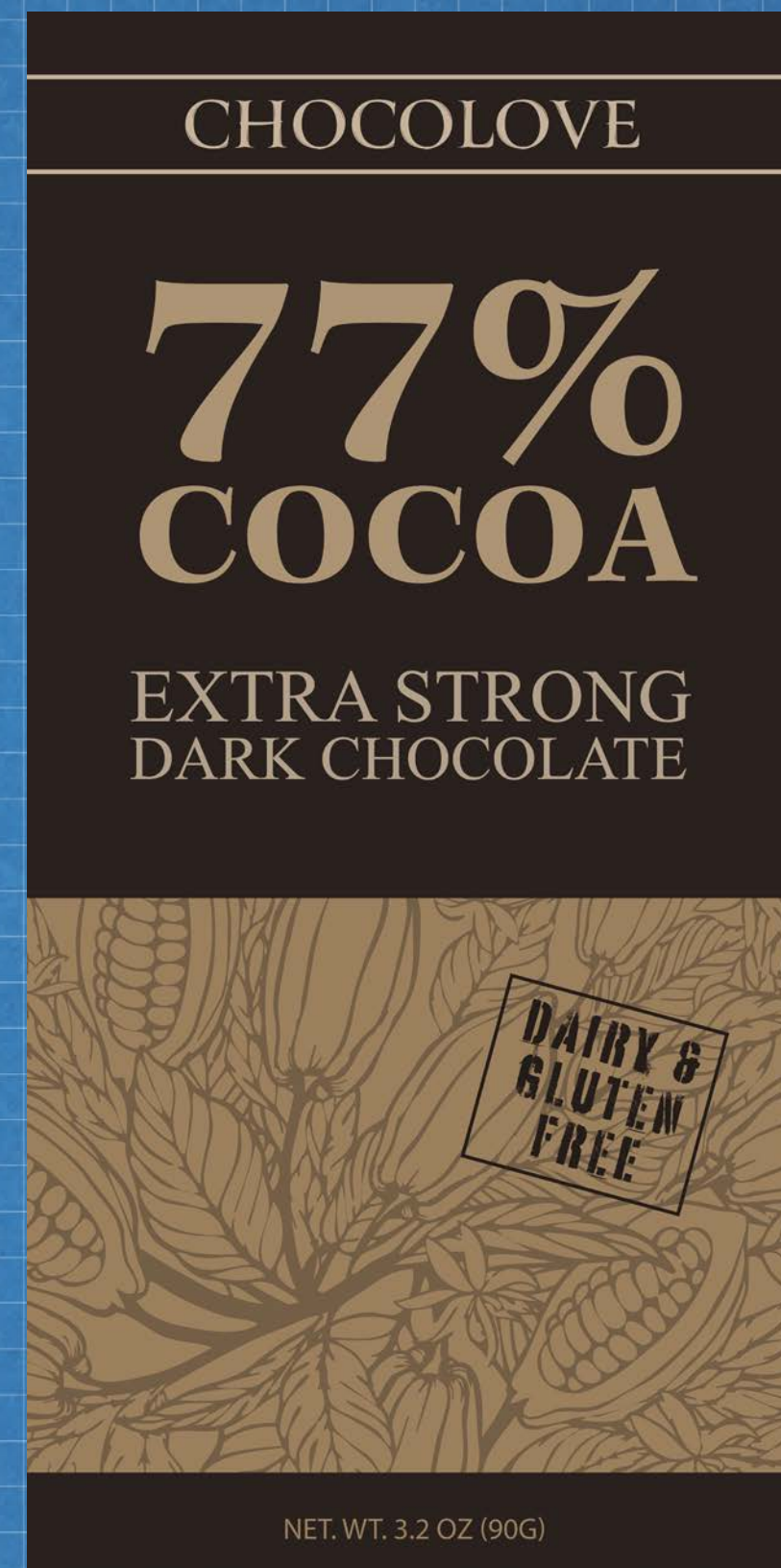
Analysis

The design feels crowded, with inconsistent spacing between design elements. There is a disconnect between the design and the audience.

Strategy

Add more white space simplifying the composition and adding more emphasis on the product and its benefits.

FINAL





hand sanitizer

beach escape

kills 99.99% of germs



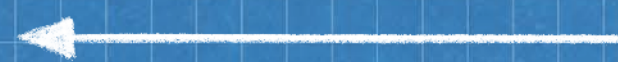
2 FL. OZ. (59.1 mL)



Analysis

The name of the product feels inconsistent with the design. It also looks very similar to every other bottle of hand sanitizer with no clear distinction.

BEFORE



Strategy

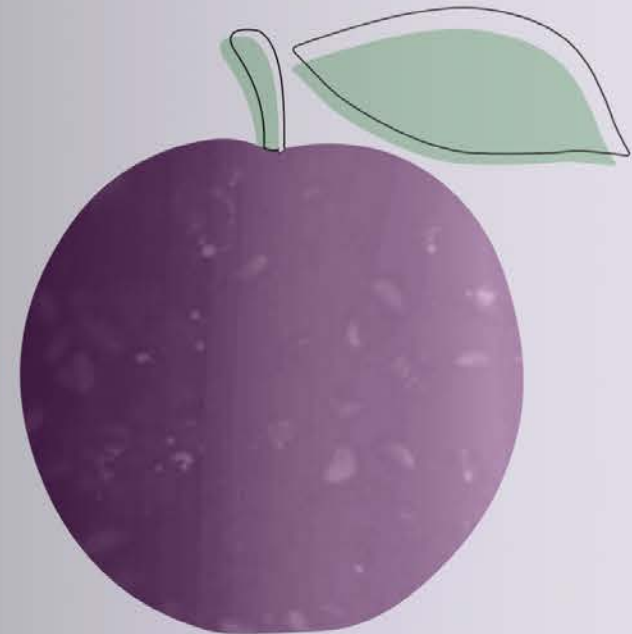
Make the visuals feel reminiscent of a beach escape, and to make it more unique, something kids can quickly identify and find even in a full purse.

FINAL





JF



100%
fresh

reduced
sugar

family
owned

Beach Plum

ALL NATURAL JAM

NET WT. 9 OZ

Our

Jalma
Syrups
all-natu
more
Jalma J
of su
compar
of co
Our pr
GMO-F
Dairy
Preserv
Artificia

Jalma F
family
County
of Nev
been c
for over
current
operate
George
are pro
farming
growing
organic
preserv



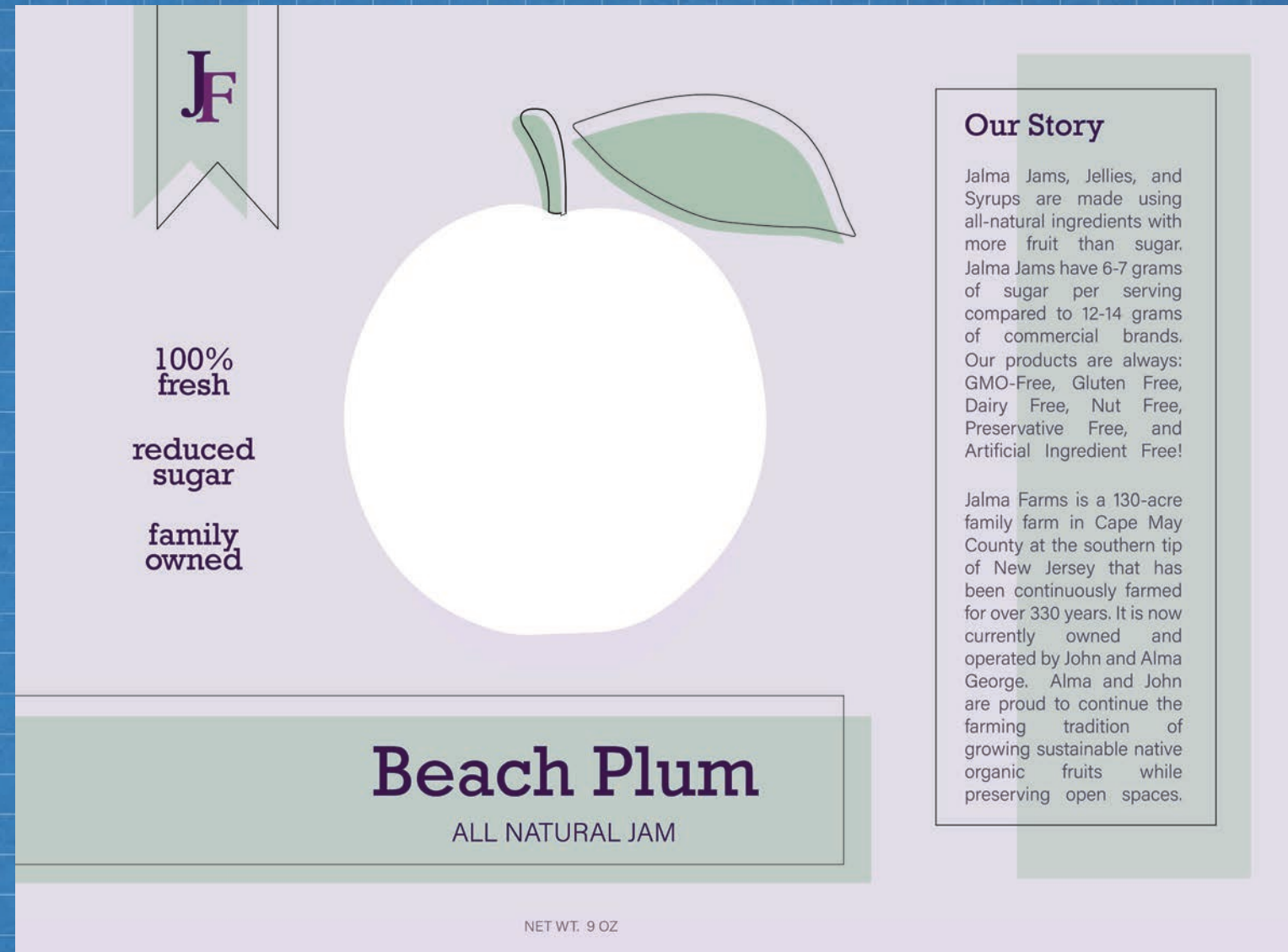
Beeswax Wrap Set

Eco-Friendly - Reusable



Handmade in the USA

www.beeswaxwrap.com
1-800-238-2388 (2388)



BEFORE

Analysis

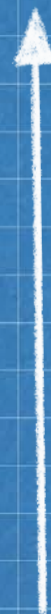
The crayon like typography and busy background do not target the correct audience. There are too many fonts, sizes, and line weights, making the design inconsistent.



FINAL

Strategy

I wanted to clean the design up, using more white space to make the design feel more high-end and sophisticated. I also wanted to make the design feel more consistent, using less fonts, and introducing more repetition. Connecting better with the audience of suburban health-conscious mothers





Bubblegum Kiss

Flavored Lip Balm Pack



10 Party Favor
LIP BALM STICKS



BEFORE

Analysis

The text is very repetitive with the same elements repeated multiple times. The composition feels separated with no real interaction between the elements. The design also puts more emphasis on the toast than the love, when I would argue the love is more important to their message.

Strategy

I wanted to create a composition that felt more like a cohesive scene, with interaction between the design elements. I also wanted to put the focus back on love, and not on the toast. I made sure to remove any repetitive text.

FINAL





DRY ROASTED PEANUTS

HEALTHY NATURAL NUTRITIOUS





BEFORE

Analysis

The primary audience for smaller bagged peanuts is families who want an easy and healthy snack to keep on hand and quickly throw into backpacks. The current design has a lack of design strategy with items randomly placed. It is also in a bag that looks shrink wrapped, making it feel boring and unappealing.

Strategy

My goal was to make the design more friendly, making eating peanuts more fun and inviting for kids while still being sophisticated enough for the whole family to enjoy. I wanted to get rid of the shrink wrap look, and make the design feel more purposeful.



FINAL



Puritan's Pride
nourish what's inside

PINE TAR
BAR SOAP

Cleansing • Moisturizing
DEODORIZING

Vegetable & Mineral Based
Paraben & Phthalate Free

Net Wt. 3.25 oz (92.13 g)



BEFORE

Analysis

The composition is broken up horizontally, with solid blocks of color taking up most of the space. The background is rope texture, which has little to do with pine or tar. The packaging is missing an opportunity to connect with its audience, and to visually highlight its selling points.

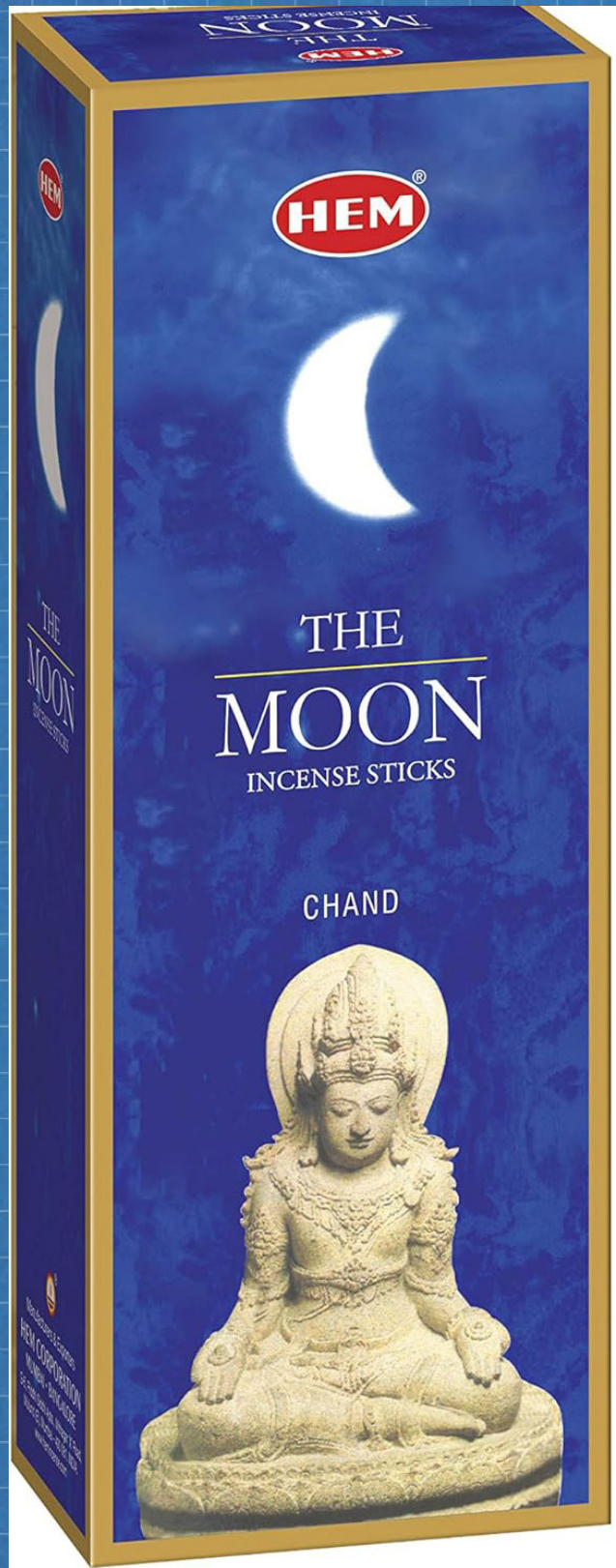


FINAL

Strategy

One of the biggest selling points of this product is that it is a vegetable and mineral-based product, making the primary audience of this product granola men. I connected to the target audience by pulling color and style inspiration from the traditional camouflage pattern and focused on pine trees in the composition.





BEFORE

Analysis

This is non-traditional scented incense, meaning religious imagery will not connect with the target audience. There are also visual hierarchy issues, with the elements all feeling blocked off from each other.

Strategy

I wanted to connect better with the target audience by changing design elements and style. I focused on the holistic appeal by creating a nature scene with the moon as the focal point. I also established a better visual hierarchy that connected the design.

FINAL





Raw Western
Clover

100% pure honey
Net WT. 17oz (482g)

Crystal's
Honey



BEFORE

Analysis

The design is over reliant on text, when most people won't read more than the first couple lines. The script font can also be hard to read, especially at a small size. The beehive as the only visual is cliché and the design style is outdated. There is an opportunity to better highlight the selling points.



FINAL

Strategy

I wanted to get rid of all unnecessary text and focus on the selling points of this product in a simple and easily understood way. This product is the closest thing possible to honey straight from the comb, never heated or filtered. So I added a honeycomb cutout to emphasize both the honey and how closely related it is to the comb.



Burn Out

ALOE VERA

skin fix

95% Aloe Vera
All Purpose Gel



rejuvenate
replenish
restore

Net Wt 12 fl oz



BEFORE



Analysis

There is an overuse of typography on the front, making it feel cluttered and unappealing.

Strategy

My goal was to decide what text was essential and cut the rest out. I also wanted to focus more on the aloe Vera, which makes up 95% of the product.

FINAL



Burn Out

ALOE
VERA

skin fix

95% Aloe Vera
All Purpose Gel

rejuvenate
replenish
restore



Net Wt 12 fl oz



 *Solaray*
EST. 1973

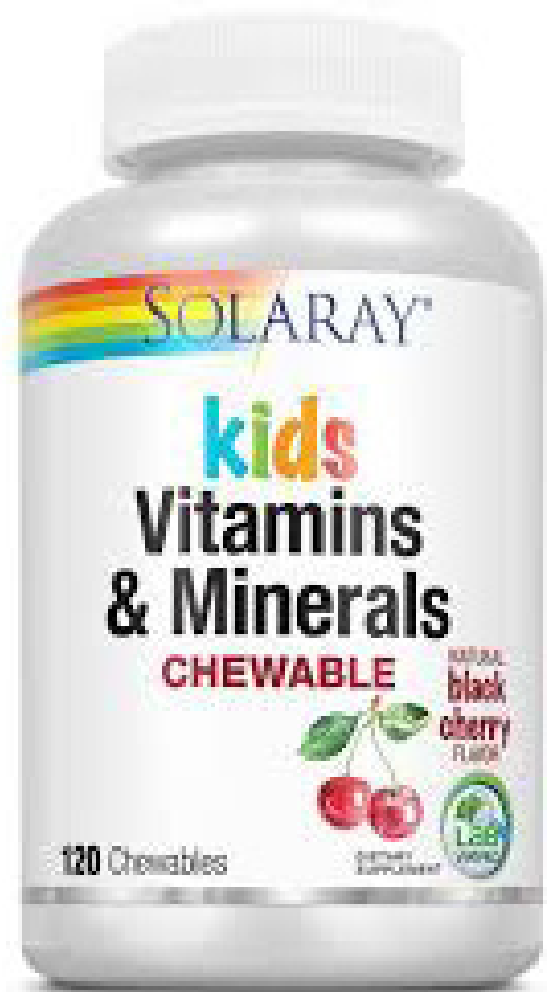
KIDS

CHEWABLE
vitamins
minerals

120 chewables

BLACK CHERRY
no artificial flavors
no artificial colorings

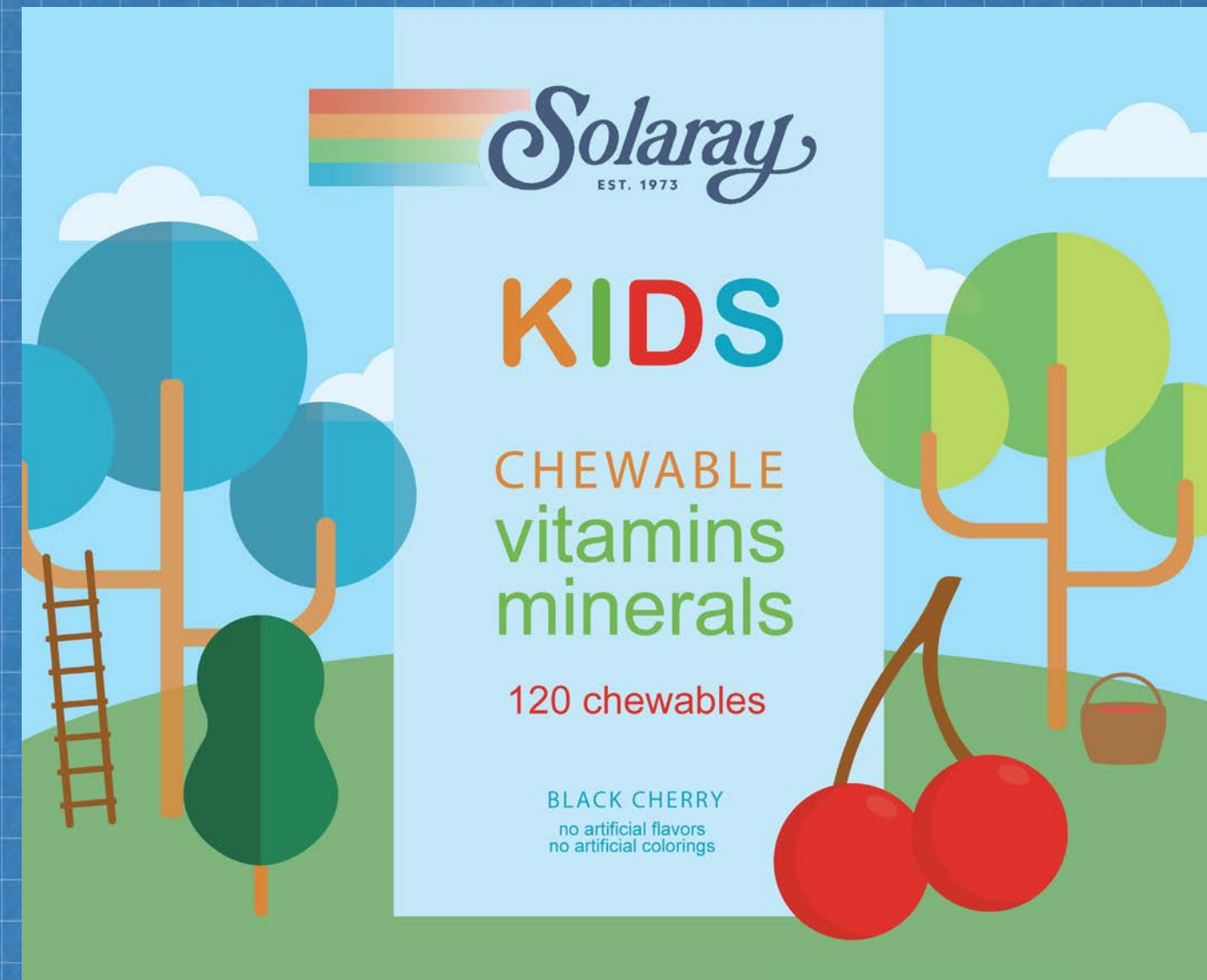




BEFORE

Analysis

For kids' vitamins, which can already be challenging to get kids to eat, boring white packaging will not cut it. One of the unique things about this product is that there is no artificial flavors or colorings, this selling point is completely absent in the design.



FINAL

Strategy

My goal with this was to add more colors back in and make it more kid friendly. I used fun, easy-to-read fonts and soft edges that mimic a young kids' cartoon style to do this. For the composition, I chose to depict cherries and trees. These vitamins use no artificial flavors or colors, so I wanted to show real cherry trees with ladders and baskets by them.

Guru
Nanda



**MENTHOL &
EUCALPTUS**



SHOWER STEAMERS
TEN TABLETS INDIVIDUALLY WRAPED



BEFORE

Analysis

The purpose of this product is for relaxation, however, the current design feels busy with competing design elements.

Strategy

My goal was to match the soothing and calm nature of the scent in the visuals. I wanted a clear visual hierarchy that would mimic steam rising.

FINAL





EAT ME!

**DEEP DARK
CHOCOLATE**



VEGAN ICE CREAM

ONE PINT (473 ML)

5
INGREDIENTS

2G
OF PROTEIN

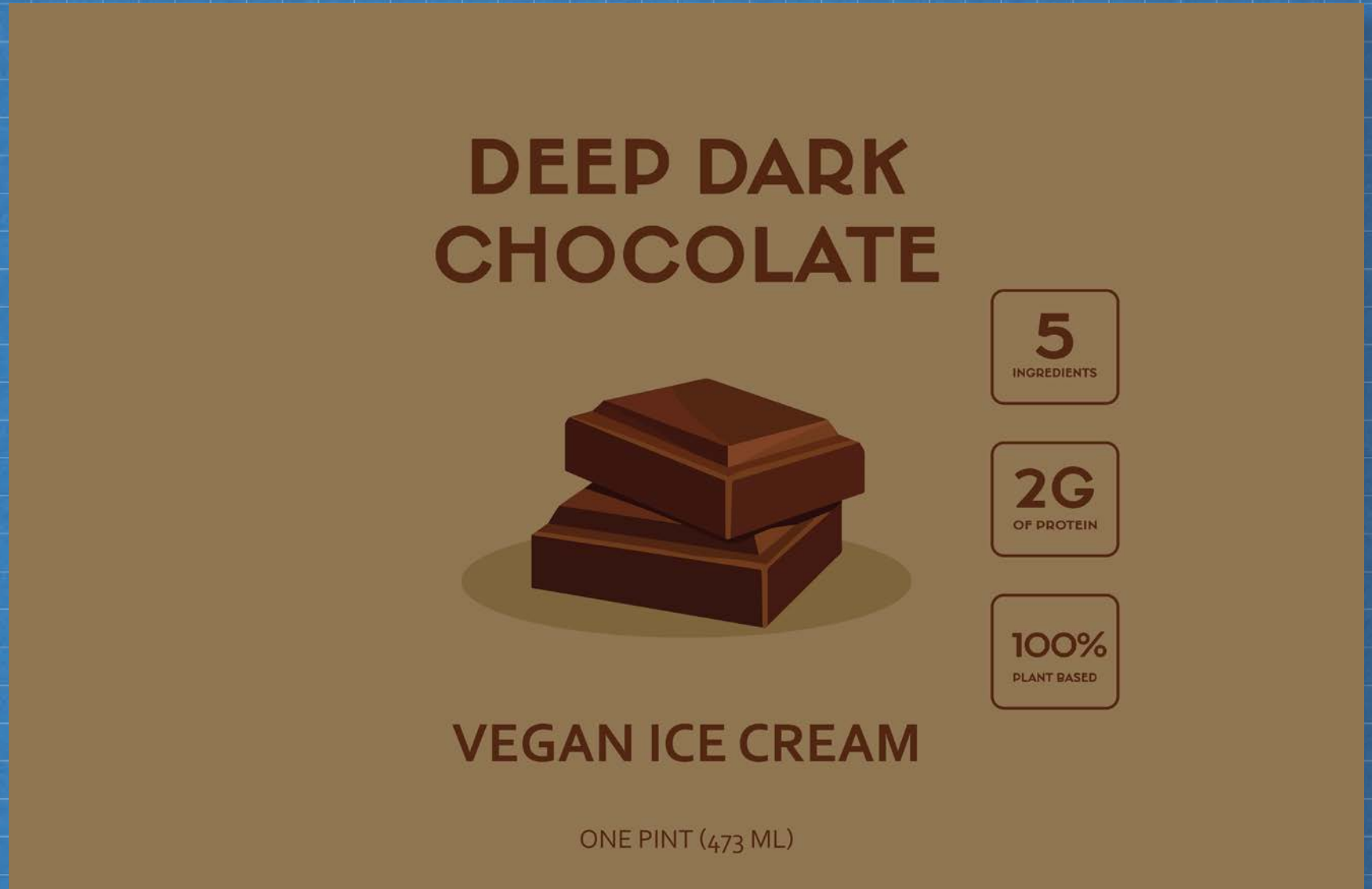
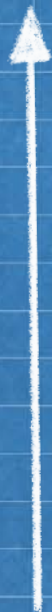
100%
PLANT BASED



BEFORE

Analysis

One of the selling points of this ice cream is that it is completely vegan. That point was lost in the original design, with small symbols and hard to read fonts.

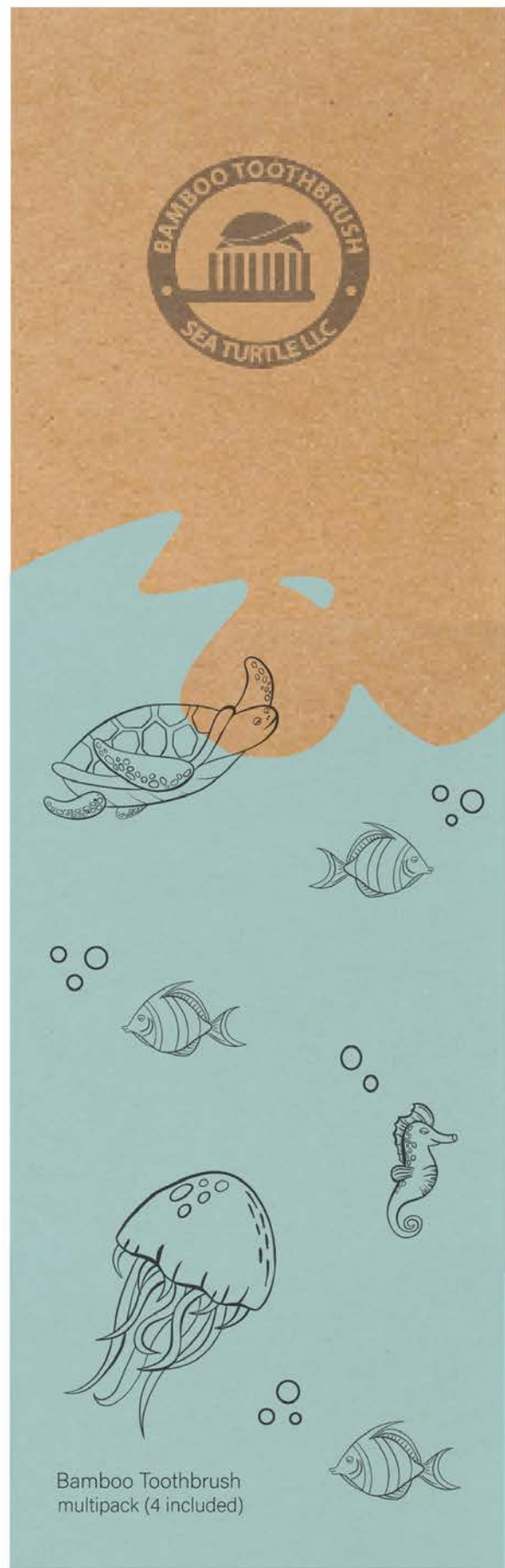


FINAL

Strategy

My goal was to make the selling points of this ice cream more apparent, with easy to read fonts and larger symbols.





BEFORE



Analysis

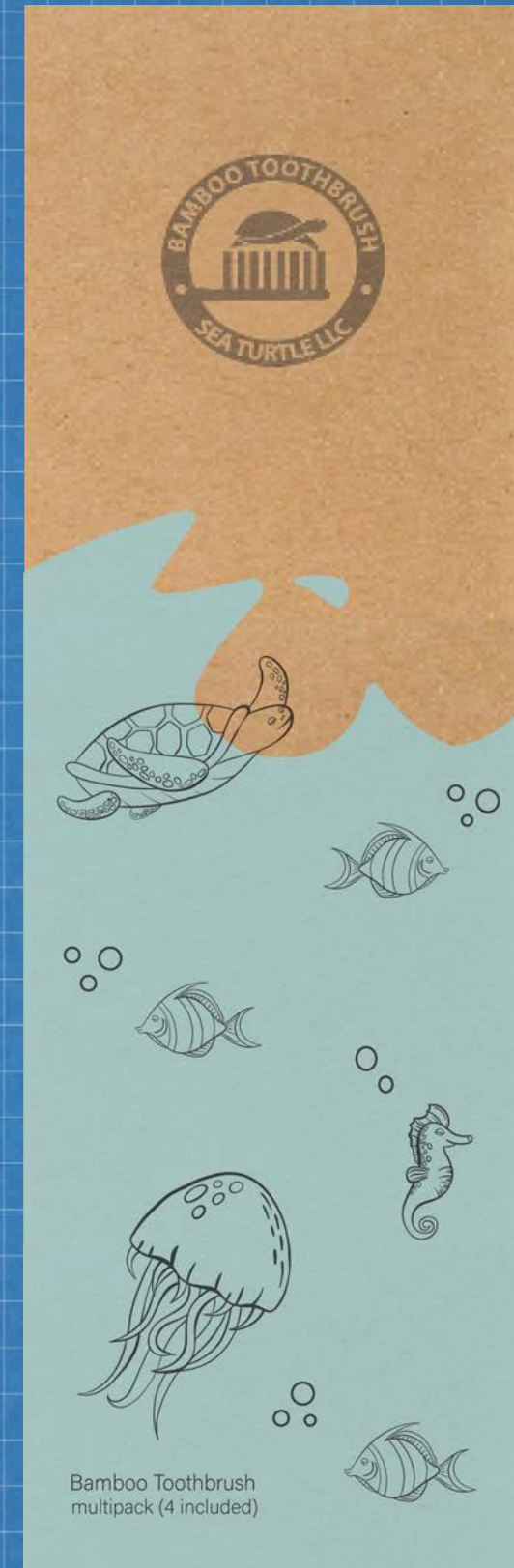
This design had a great logo, however, it had no clear brand distinction. All of the results for bamboo toothbrush's on amazon all looked like this, making it blend in.



Strategy

My goal was to expound on their current packaging and create some brand distinction. I wanted to keep the clean and basic style, while adding visual interest.

FINAL



Floría

CRUNCHY DRIED RED BEETS



**100% Real
Vegetables**
no sugar
added

NET WT 1.5 OZ (42.5G)



BEFORE

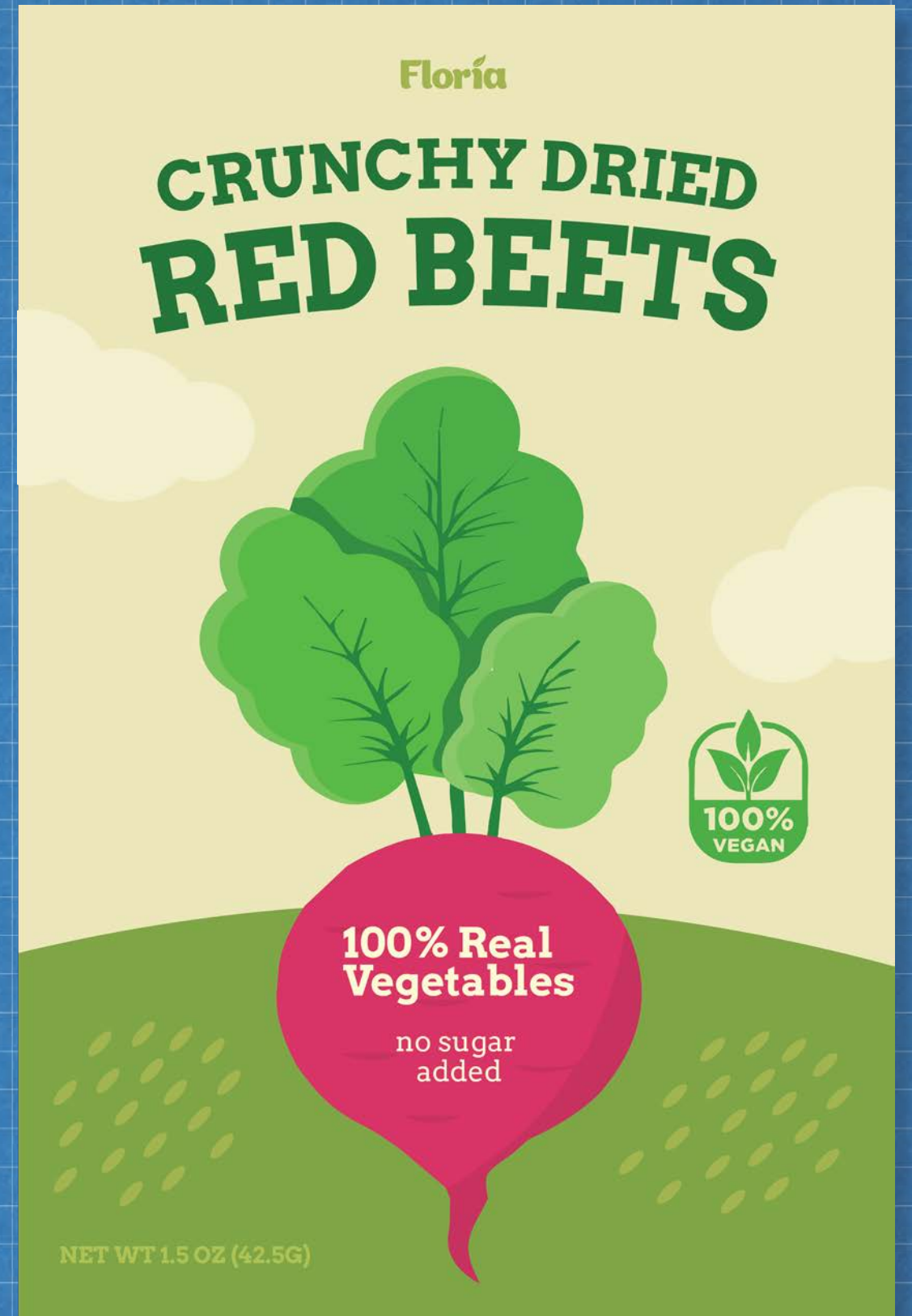
Analysis

The original design was overwhelming to look at, with lots of hard-to-read text and competing visuals.

Strategy

My goal with this design was to condense the information and create one cohesive visual.

FINAL



SOUP MIX
**FRENCH
ONION**



NET WT (40g)
essentials





essentials

french onion soup



No Artificial Colours

BEFORE



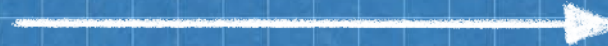
Analysis

The main problem was with the symbolism. If you covered the text, no one could guess what the product or flavor was.

Strategy

My main goal for today was to add that visual explanation back into the packaging design.

FINAL



SOUP MIX
**FRENCH
ONION**



NET WT (40g)

essentials



Green

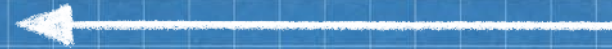
Sparkling Lemon Lime
Naturally Sweetened

Made With Stevia Leaf Extract,
no sugar, no calories, and
no artificial sweeteners

11.15 FL OZ (330 mL)



BEFORE



Analysis

The text is hard to read, and placed with no alignment. This lack of alignment also throws off the hierarchy.

Strategy

My goal was to establish stronger visual hierarchy and make the text easier to read. I also wanted the emphasis back on the fruit, making it more playful.

FINAL



Green

Sparkling Lemon Lime
Naturally Sweetened

Made With Stevia Leaf Extract
no sugar, no calories, and
no artificial sweeteners

11.15 FL OZ (330 mL)

100 %
real fruit
ingredients





BEFORE

Analysis

The current design is over desaturated and is missing the appeal to its target audience of kids and teens.

Strategy

My goal was to create something that would make kids more excited to eat it and harder to lose to backpacks and car seats.

FINAL





MIELLE

Scalp and Hair
Strengthening Oil

Rosemary Mint

Inflused with Biotin to
Encourage Healthier Hair

2.4 fl oz





BEFORE



Analysis

The design was overdependent on its text, and with a small product with bright colors, it becomes hard to read.

Strategy

My goal with the new design was to add more visual communication, and reduce the amount of text.

FINAL



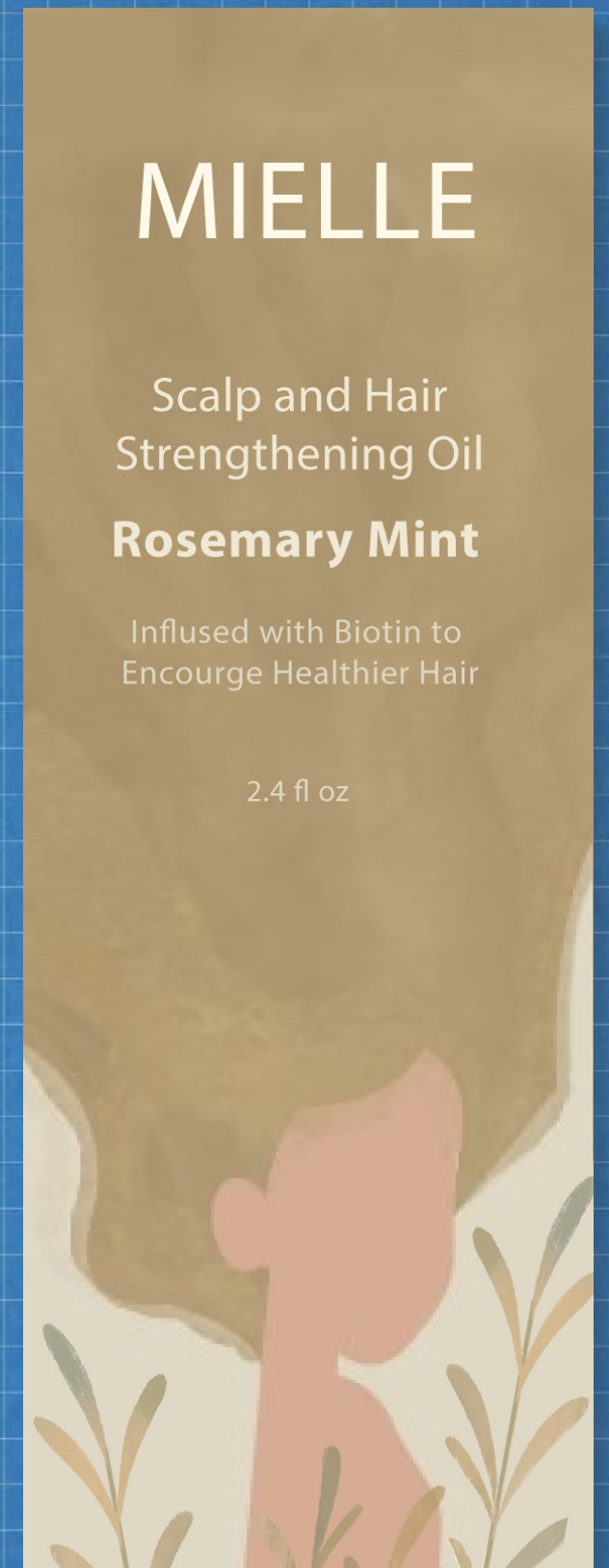
MIELLE

Scalp and Hair
Strengthening Oil

Rosemary Mint

Inflused with Biotin to
Encourage Healthier Hair

2.4 fl oz



Contact Me

KYLEEBODILYX@GMAIL.COM

Hello! Thanks for sticking around this long. My name is Kylee Bodily, and I am passionate about strategic design and communication. I aim to create meaningful pieces that communicate

a message and appeal to target audiences. With thorough preparation and attention to design principles, I pride myself on producing both purposeful and well-designed content.

[HTTPS://WWW.LINKEDIN.COM/IN/KYLEE-BODILY/](https://www.linkedin.com/in/kylee-bodily/)

[HTTPS://WWW.BEHANCE.NET/KYLEEBODILY](https://www.behance.net/kyleebodily)

