

Jess
wyder

A decorative floral element consisting of a small branch with three leaves and two buds, positioned above the letter 'd' in 'wyder'.



JESS WYDER

Graphic Designer

Let's Connect!

✉ jessie.wyder@gmail.com

📞 0490 390 009

🌐 www.jesswyder.com

🌐 www.jesswyder.com

📍 Melbourne, VIC

About Me

I am a young emerging graphic designer with a deep passion for creating impactful and purposeful designs. My design philosophy revolves around the importance of blending aesthetics with functionality and that sometimes simplicity can be profoundly impactful. Being proficient in Adobe Creative Suite, including Illustrator, Photoshop, and InDesign, I strive to craft clean, engaging designs that communicate effectively and are sustainable. When I'm not designing, you can find my head stuck in a book, walking in nature or learning a new skill!

Software



Design Toolkit

- ◆ Branding & Identity
- ◆ Packaging & Dielines
- ◆ Typesetting & Layout
- ◆ Art Direction
- ◆ UI Wireframing
- ◆ Digital Content Creation
- ◆ Attention to detail
- ◆ Communication & Collaboration

Certifications

- ◆ Adobe Certified Illustrator Expert (In Progress)
- ◆ First Aid & CPR (HLTAID011)
- ◆ White Card (CPCCWHS1001)

Education

Cert. IV Design

2022 - 2023 | The Graphic Design School
Completed with an A+ average



BRAND IDENTITY

PACKAGING

UI / WIREFRAMING

DIGITAL CONTENT

Ai

Ps

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HIMALAYAN BERRY

Full branding launch for a prebiotic sparkling drink startup

ROLE: CREATIVE LEAD

I developed the full brand identity for Himalayan Berry and worked as creative lead across packaging, digital, and print applications.

This included the full design process with creating two can designs, as well as the website UI and wireframes, social media posts, and supporting brand materials.

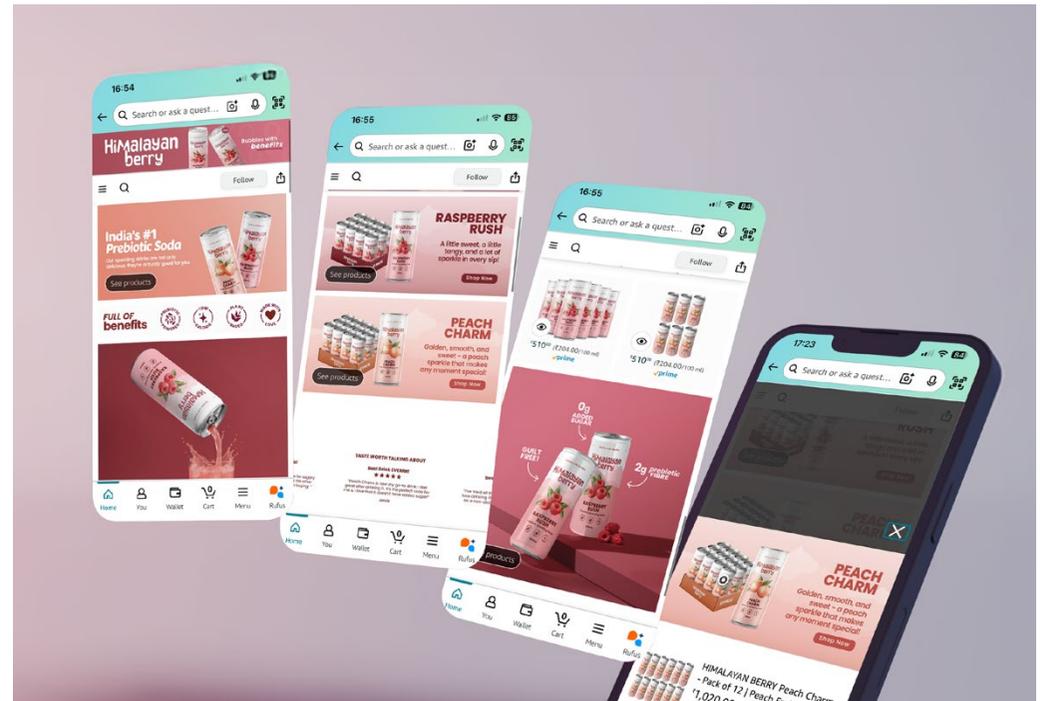
DELIVERABLES:

- ◆ Full Branding & Digital Rollout
- ◆ 2 Flavours Packaging Design
- ◆ Website UI Wireframe
- ◆ Amazon Storefront UI
- ◆ Marketing & Investor Materials
 - ◇ Business Cards
 - ◇ Flyers & Posters
 - ◇ White Paper



[VIEW LIVE PRODUCT](#)





why choose us?

Himalayan Berry is a better choice than sugary sodas. It's a refreshing drink that supports your gut health and helps you make healthier decisions every day. Join us in switching to Himalayan Berry and say goodbye to sugary sodas for a more balanced, better option.

-  **Supports Gut Health**
Prebiotic fibres help digestive wellness
-  **Zero Sugar Added**
Sweetness is naturally derived for guilt-free refreshment
-  **All Natural**
No artificial ingredients or additives.
-  **Soda Alternative**
No need to give up sodas!

our strategies

Primary Market

Himalayan Berry's primary market is the Indian market, where we see a growing trend toward health and wellness. As more people turn towards healthier lifestyle choices, we are positioning Himalayan Berry as the ideal beverage for individuals who are mindful of what they consume and value the importance of maintaining gut health. With an increasing number of people practicing yoga, meditation, and adopting sustainable living practices, the demand for functional drinks is on the rise.

Brand Positioning

We position Himalayan Berry as a premium yet affordable wellness drink that supports digestion, enhances vitality, and promotes mindful living. Our products cater to individuals who seek natural, organic, and sugar-free alternatives to traditional sugary drinks. By focusing on prebiotics and gut health, we are catering to the health-conscious and eco-aware segment of the market.

Wellness Trend

Growing health consciousness in India



Mindfulness Consumption

Focus on what goes into your body.

Sustainable Living

Eco-conscious consumer base

Functional Beverage

Rising demand for healthy drinks



■ Transparent area

PRIMUS PRINTING & PACKAGING PVT. LTD		JOB APPROVAL	
Customer Name : HIMALAYAN BERRY	VARNISH TYPE :	<input type="checkbox"/> FULL <input type="checkbox"/> WINDOW <input type="checkbox"/> MATT <input type="checkbox"/> GLOSS <input checked="" type="checkbox"/> NON <input type="checkbox"/> TEXTURE	
Job Name : PEACH CHARM 250 ML_SHRINK SLEEVE	Label size : 186 x 135.47 MM	PACKAGING DETAILS :	
Substrate : PVC FILM	Date : 22.06.2025	Total Labels Per roll :	Core Size :
Colour :	Colour palette: SPL C M Y K W	Between Gap :	Direction :
WEB DIRECTION : 1 2 3 4		<input checked="" type="checkbox"/> FULL	
IMPORTANT: While Primus values and respects all customer requirements, it is imperative that the customer assumes full responsibility for verifying and approving design color references, text content, text and design layout, dimensions, etc. Kindly conduct a thorough review before granting approval of the proof.			



The shrink sleeve label shown above is the final, production-ready artwork supplied to the manufacturer for *Peach Charm*. This label included full nutritional information, barcode & compliance text, while following the print specifications provided by the printer. This final proof was received directly from the manufacturer prior to print approval.



Transparent area

PRIMUS PRINTING & PACKAGING PVT. LTD		JOB APPROVAL	
Customer Name :	HIMALAYAN BERRY	VARNISH TYPE :	<input type="checkbox"/> FULL <input type="checkbox"/> WINDOW <input type="checkbox"/> MATT <input type="checkbox"/> GLOSS <input checked="" type="checkbox"/> NON <input type="checkbox"/> TEXTURE
Job Name :	RASPERRY RUSH 250 ML_SHRINK SLEEVE	PACKAGING DETAILS :	Total Labels Per roll : Core Size : Between Gap : Direction :
Label size :	186 x 135.47 MM	WEB DIRECTION :	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input checked="" type="checkbox"/> 4 <input type="checkbox"/>
Substrate :	PVC FILM	FULL	
Date :	22.06.2025		
Colour :	<input checked="" type="checkbox"/> SPL <input checked="" type="checkbox"/> C <input checked="" type="checkbox"/> M <input checked="" type="checkbox"/> Y <input checked="" type="checkbox"/> K <input checked="" type="checkbox"/> W		
<p>IMPORTANT: While Primus values and respects all customer requirements, it is imperative that the customer assumes full responsibility for verifying and approving design color references, text content, text and design layout, dimensions, etc. Kindly conduct a thorough review before granting approval of the proof.</p>			

Raspberry Rush is the second flavour introduced so far with the Himalayan Berry range. The label was created carefully to maintain the same layout, typographic hierarchy, and print specifications as the initial release, while adapting colour and illustration to create a clear flavour distinction. This ensures a seamless visual identity across the range and for future flavours.



India's #1 Prebiotic Soda

Your new gut-bff is here! Our tasty sodas are actually good for you.

SHOP NOW



NOW AVAILABLE ON amazon swiggy NOW AVAILABLE ON amazon swiggy NOW AV

Over 50 Million Indians Struggle With This EVERY. SINGLE. DAY

Energy crashes

You're tired before lunch. Focus is gone. Motivation dips hard.

Bloating

You feel full, heavy, and uncomfortable after almost every meal.

Diabetes risk

Blood sugar spikes silently. 135M+ Indians are already prediabetic.

Brain fog

Sluggish mind. Low mood. Bad Memory

SOUND FAMILIAR?

- ❌ You're NOT LAZY
- ✅ Your gut just NEEDS HELP



This Soda Is Made For You

Soda giants (you know who) don't care about you, but WE DO. That's why we created Himalayan Berry.

THIS IS SODA IS GOOD FOR YOU

WHY WE'RE BETTER

At Himalayan Berry our secret lies in our commitment to exceptional taste, wellness & sustainability.



0g Added Sugar

Crisp, bubbly and hydrating - perfect for any time of day without feeling heavy.



Prebiotics

Prebiotics help promote balance and wellness from within.



100% Natural

Crisp, bubbly and hydrating - perfect for any time of day without feeling heavy.

THEY LOVED IT, Then Re-Ordered

So Goodood

"Himalayan Berry is hands down the best by a long shot! No sugar is just an added bonus, cause all the flavours are extraordinary!"

CHANDRU L.

OBSESSED!

"Himalayan Berry is hands down the best by a long shot! No sugar is just an added bonus, cause all the flavours are extraordinary!"

SAMPREETH L.

My Go-To!!

"Himalayan Berry is hands down the best by a long shot! No sugar is just an added bonus, cause all the flavours are extraordinary!"

JESSIE W.

WHAT'S INSIDE MATTERS

ONLY 4 MAIN INGREDIENTS



2g PREBIOTIC FIBRE | 0g ADDED SUGAR | 26 CALORIES | GREAT TASTE GUARANTEED

Save 10% On Your Order - Always

Never run out of your favorite flavors when you join our fam. Subscribe and save on every order - your wallet (and digestion) will thank you.

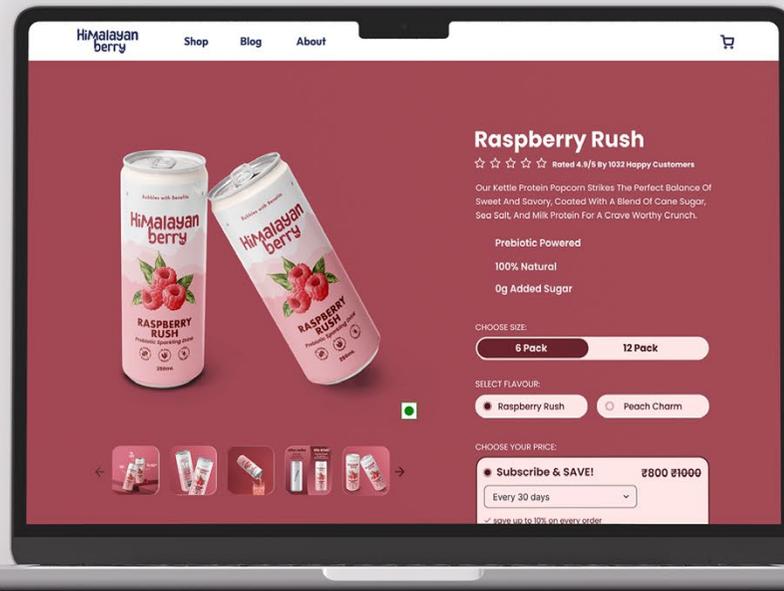
- Free Shipping
- Save Money
- Cancel Anytime
- Early Access

SUBSCRIBE

WIN AIRPODS MAX

Automatically enter the draw to win Apple AirPods Max when you make a purchase*

try our best-selling flavours



Figma UI for Himalayan Berry Website (Launch in Progress)

BRAND IDENTITY

UI / WIREFRAMING

DIGITAL CONTENT

COLLATERAL DESIGN



VOLTAGE TRAINING CLUB

Brand identity and digital foundations for a fitness company & soon-to-be-launched coaching app

ROLE: CREATIVE LEAD (Freelance)

I led the development of the Voltage Training Club brand identity, creating a bold visual system that reflects strength, energy, and performance.

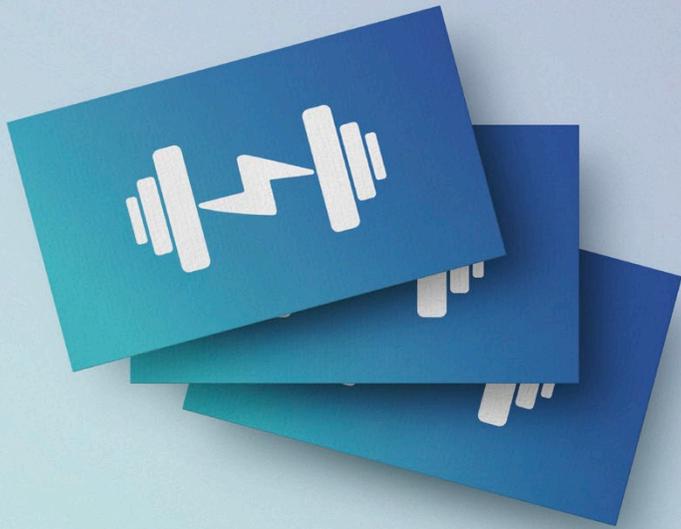
The bright and bold branding identity helps position VTC as an innovative force within the fitness industry.

Alongside the identity, I helped design UI wireframes for the upcoming VTC Fitness app to ensure brand consistency.

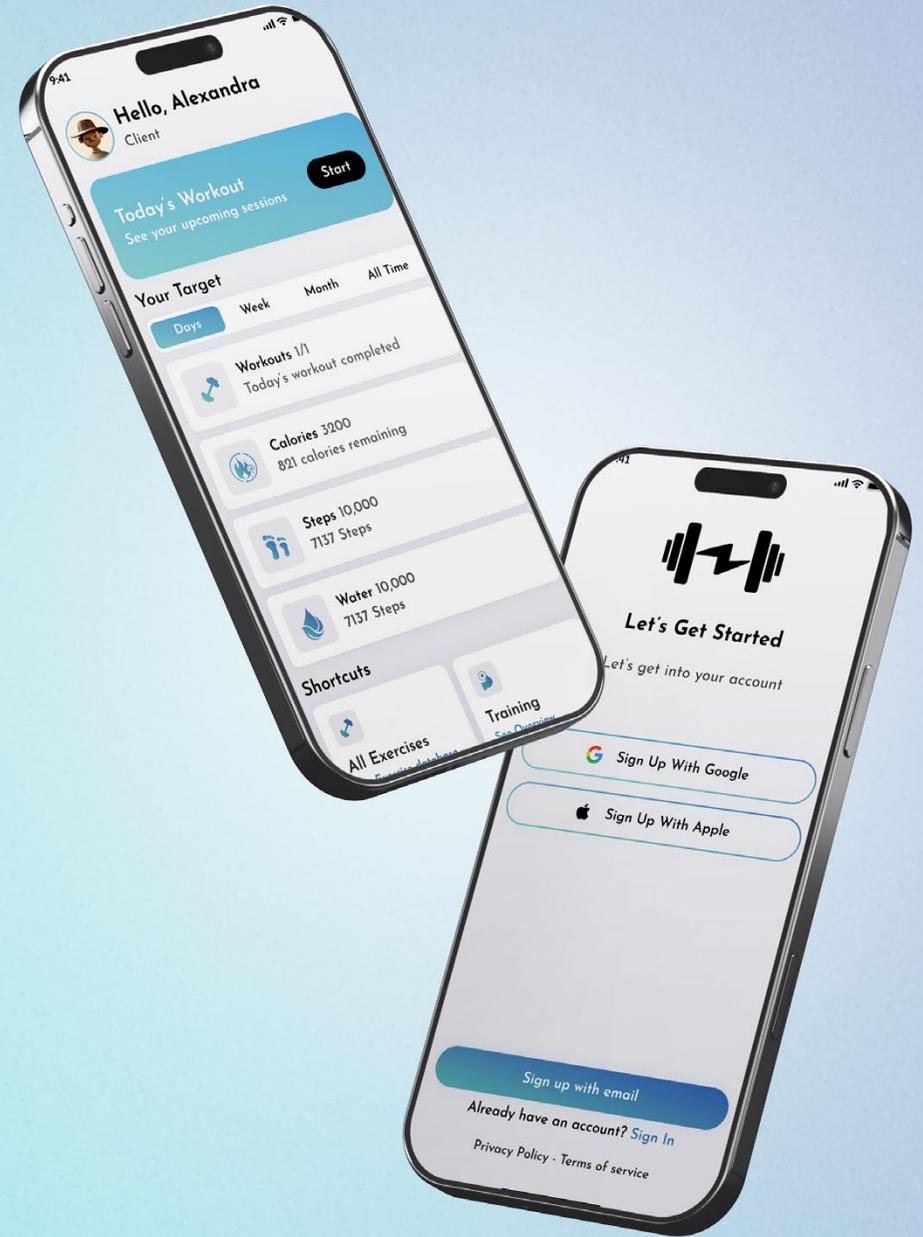
DELIVERABLES:

- ◆ Full Branding Identity
- ◆ Business Cards
- ◆ App UI & Wireframing
 - ◇ Assets
 - ◇ Analytics
- ◆ Product Mockups & Prototypes





Business Card Backside



Onboarding & Home screen for VTC App

PACKAGING

ILLUSTRATION

Ai

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ECO. ESSENTIAL OILS

Conceptual packaging proposal for a sustainable essential oil trio

ROLE: PACKAGING DESIGNER

I developed a conceptual packaging system where the visual system priorities clarity, material awareness, and a restrained colour palette, to reflect the product's wellness positioning within the broader market.

Alongside the packaging design, I created production-ready artwork and box dielines to visualise the concept as a complete, shelf-ready retail product.

DELIVERABLES:

- ◆ Bottle label design
- ◆ Outer packaging concept
- ◆ Box dieline
- ◆ Packaging mockups





BRAND IDENTITY

COLLATERAL DESIGN

Ai

Ps

HANDYFIX

Brand identity and campaign assets for a local trade business

ROLE: CREATIVE LEAD (*Freelance*)

HandyFix is an established trade business based in outer Melbourne, providing services including maintenance, repairs, and custom installations.

I developed a clear and practical brand campaign focused on strong typography, minimal graphics, and a trustworthy colour palette to communicate reliability and quality workmanship.

The identity was designed for high legibility across signage, vehicles, and marketing materials, helping the brand stand out amongst competitors

DELIVERABLES:

- ◆ Brand identity & logo
- ◆ Print collateral
 - ◇ Business cards
 - ◇ Flyers
 - ◇ Corflutes
- ◆ Newspaper advertisements





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General Maintenance & Repairs
Kitchen Specialist
Joinery Expert
Custom Builds

Making Your To-Do List, Our Ta-Da List!

ANDREAS WYDER

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🌐 www.handyfix.au



BRAND IDENTITY

COLLATERAL DESIGN

SOCIAL MEDIA

Ai

Ps

Canva

DAFFODIL FESTIVAL

Conceptual illustrative & bright visual identity for a regional community festival

ROLE: VISUAL IDENTITY DESIGNER

For the Kyneton Daffodil Festival, I developed a cheerful and approachable conceptual visual identity centered around custom illustration.

The visual system was designed to feel playful and welcoming, reflecting the festival's community-focused and creative nature. It was also designed to work across common event materials such as posters, tickets, tote bags, and stickers.

Care was taken to keep the visuals consistent while allowing for variation across different formats.

DELIVERABLES:

- ◆ Brand identity & logo
- ◆ Print collateral
 - ◇ Business cards
 - ◇ Flyers
 - ◇ Corflutes
- ◆ Newspaper advertisements





ENDANGERED ANIMALS

I created these three pencil drawings of endangered animals for the Brunswick Street Gallery Small Works Art Competition. I am proud to say they were all sold and 30% of the sale was donated to *WildlifeWarriors!*

Thank You

for taking the time to view my portfolio!

Let's Connect!

✉ jessie.wyder@gmail.com

☎ 0490 390 009

🌐 [Jess Wyder](#)

🌐 jesswyder.com

📍 Melbourne, VIC