Ezrin Azhar

portfolio

Brand Identity:
Building strong brand foundations

Packaging Design:
From concept to shelf-ready artwork

Digital Design:
Website, email & social content

Product Renders:
High quality visuals for marketing and retail



Hello, my name is
Ezrin Azhar

I'm Ezrin, a brand and packaging designer with a PhD in Design and a background in Industrial Design. For the past three years I've designed for six healthcare brands at Venture Life Group, taking products from first concept to shelves in Boots, Tesco, Superdrug, Morrisons, Sainsbury's and Holland & Barrett, with artwork supplied to international markets including the US, Italy and Germany.

My work is shaped by contrast and connection. I use design to tell clear stories and build brands that feel considered, distinctive and easy to trust, whether on a pharmacy shelf or a phone screen.

Areas of Experience: Brand Design, Packaging Design, Print Artwork, Product Renders, Website Layout, Email Design, Digital Design, Illustration.

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Hervitality

Menopause Products

BALANCE ACTIV®

hervitality





BALANCE ACTIV

hervitality

Project Goal

Menopause care is a crowded and often clinical category. The brief was to create a completely new identity under the Balance Activ masterbrand that feels supportive, modern and easy to recognise. Starting from a blank page, I developed the full brand: strategy, logo, colour direction, packaging design and retail activation materials.

Brand Strategy • Brand Identity • Packaging Design • Marketing Material





Design Decisions

The identity is built on the contrast between calm and storm, reflecting the changing experience of menopause. Deep navy tones give the range strength and shelf presence in a category dominated by soft pastels, while the flowing wave graphic brings balance and movement. I designed the system to flex across every touchpoint, so the same visual language runs through packaging, digital content and retail materials from day one.





Project Goal

Balance Activ is the UK's No.1 BV treatment brand, and my role spans its packaging and digital presence. I designed two new product launches end to end, the 2-in-1 Dual Action treatment for thrush and BV and the Self-Test kit, both now on shelf in Boots, Tesco, Holland & Barrett and pharmacies nationwide. Alongside the launches, I refreshed the website and email layouts to reflect where the market is heading.

Product Packaging • Digital Content • Website Layout

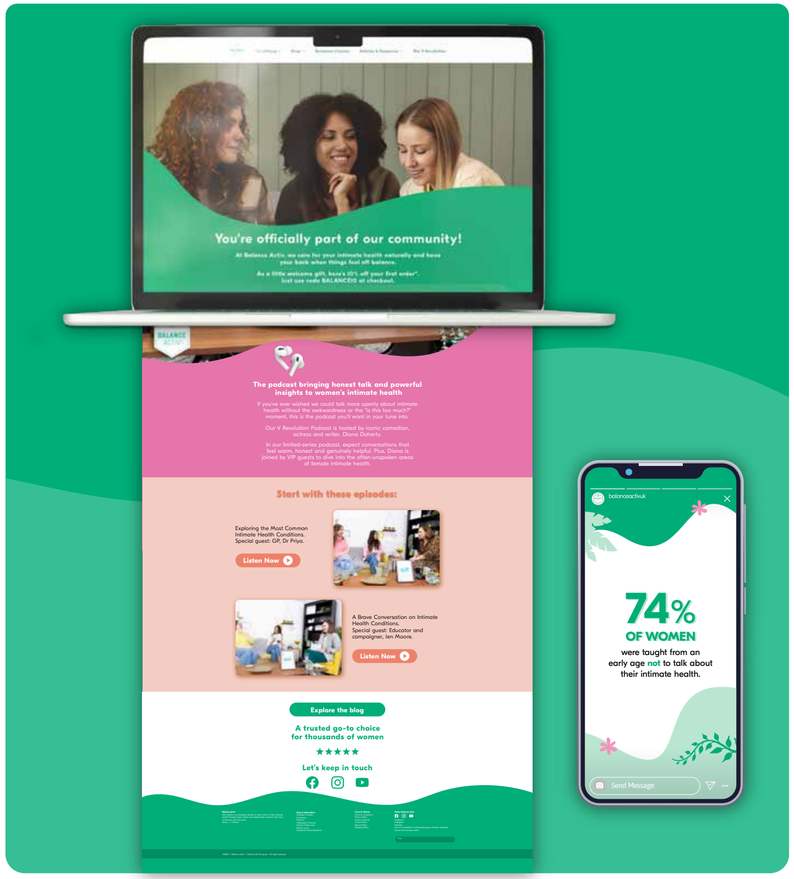


Design Decisions

For Dual Action, the challenge was communicating two treatments in one pack. I merged the pink and green colour coding of the separate thrush and BV products so the 2-in-1 promise reads instantly at shelf. Across the website and email layouts I used clear content sections and one consistent visual style across desktop, mobile and email, so the brand feels as trustworthy online as it does in a pharmacy.









Project Goal

Lift's fast-acting glucose range had grown product by product, and the brand look had grown inconsistent with it. My brief was to rebuild that consistency across every touchpoint. I redesigned the packaging for the full range, refreshed the brand guidelines and created a new icon system, and I have taken two new formats from first concept to printed pack: the Glucose Chews and, this year, the Glucose Gel sachet, alongside Amazon and website content.

Packaging Design • Iconography • Digital Content







Design Decisions

Everything about Lift needed to feel immediate. I used high-energy colour, bold italic typography and a clear icon system to communicate speed at a glance, on pack and on screen. The refreshed guidelines lock this system in place, so the same visual language carries through packaging, Amazon listings, the website and Meta ad content. The redesigned range is now on shelf in Tesco, Sainsbury's, Asda, Boots and Superdrug, and I'm currently designing the brand's next new product within the system I built.









Project Goal

Dentyl and UltraDEX compete in one of the most crowded aisles in the store. The brief was a cohesive, confident brand look with real standout against bigger competitors. I developed the visual direction, redesigned the packaging, then carried the new style across website and social content.

Packaging Design • Brand Identity • Visual Content

Design Decisions

I started with the message, strengthening the key benefit claims so each product's promise reads in seconds. The typography, colour palette and decorative brand elements were then rebuilt around that clarity. The premium new label design is now live in Tesco, Boots, Sainsbury's, Superdrug and Morrisons.



Earol

Ear Care Range

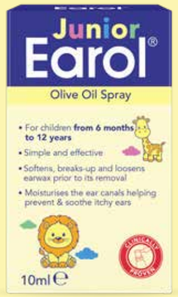
















Project Goal

Earol is a trusted name in ear care, but the growing range had become hard to tell apart on shelf. I redesigned the full range with a more modern, consistent look, designed two new product lines, Almond Oil and Aftercare, and created the illustration style that gives the brand its warmth.

Brand Identity • Packaging Design • Illustration

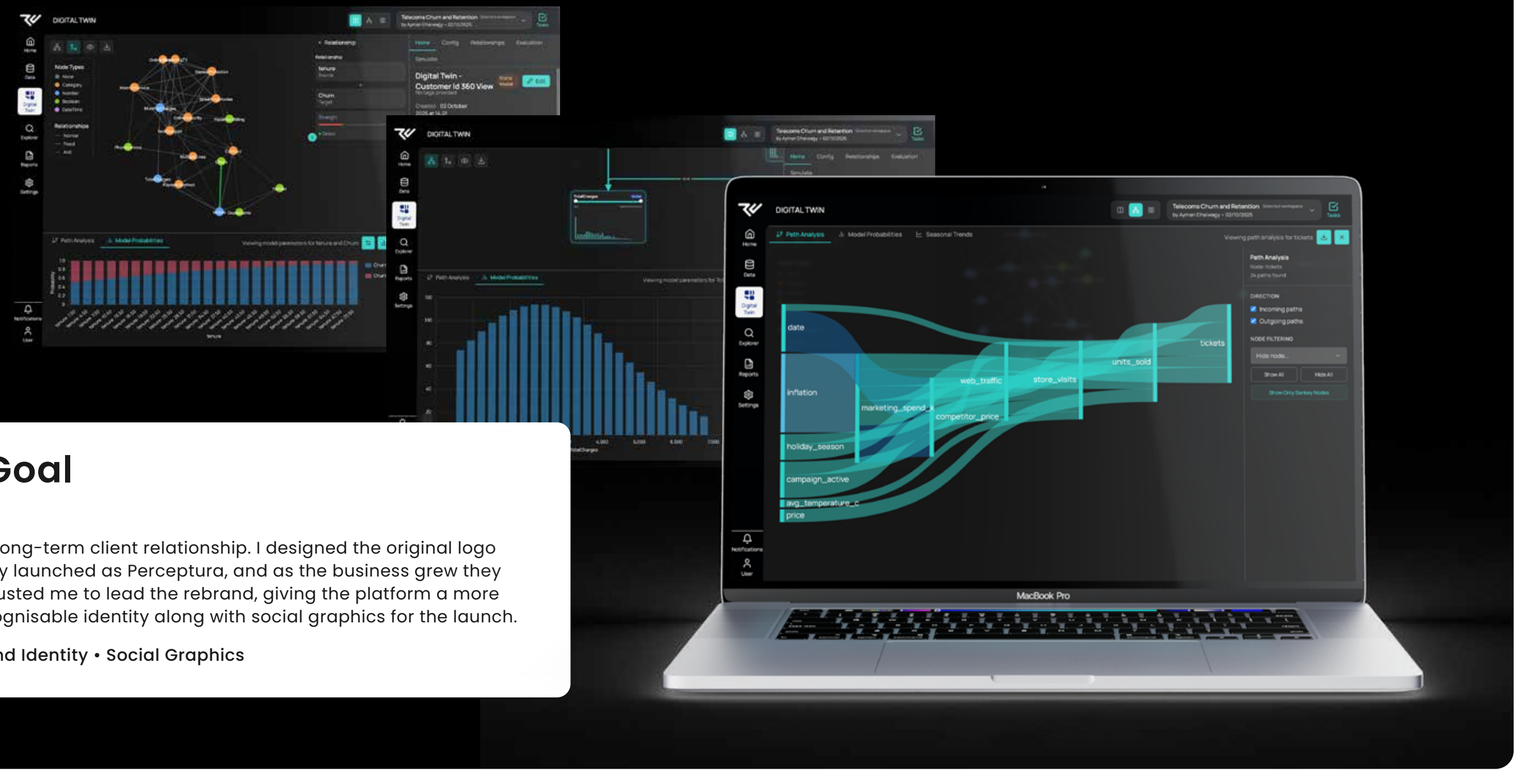
Design Decisions

Clear colour coding, simple illustration and a cleaner layout now help customers instantly understand which product does what. The system keeps the range unmistakably Earol while giving each product its own identity and stronger shelf presence, supported by in-store activation materials and a website I manage day to day.



RootCause.ai

Logo Design



Project Goal

RootCause.ai is a long-term client relationship. I designed the original logo when the company launched as Perceptura, and as the business grew they came back and trusted me to lead the rebrand, giving the platform a more premium and recognisable identity along with social graphics for the launch.

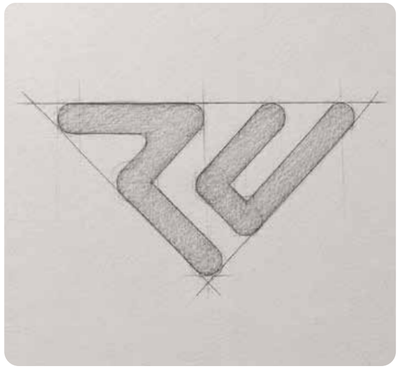
Logo Design • Brand Identity • Social Graphics

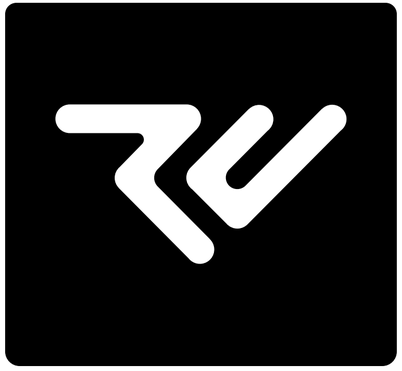
Design Decisions

The mark is built from the initials R and C, drawn inside a downward-facing triangle that represents a root: the idea of tracing a problem to its source. Bold black keeps it clean and premium, and the simple geometry holds up everywhere from a favicon to a full brand pattern.

RootCause.ai

Ground Truth for Decisions





portfolio

Let's

work
together.

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