Ryan Panchal

Design Portfolio

2026

Design, Illustration
& Art Direction

Website
www.ryanpanchal.com

Email
hello@ryanpanchal.com

Instagram
@byryanpanchal

LinkedIn
linkedin.com/in/ryanpanchal

About

Ryan is a freelance graphic designer, art director, and illustrator from Essex (UK) currently based in London. He is also a creative partner at Studio Mondo, which he co-founded with James Fishlock in 2025. Mondo is a design studio built around a shared passion for bold ideas and thoughtful execution.

Prior to founding Mondo, Ryan spent three years in New York (US) as a Senior Designer at Pearlfisher, where he worked across a wide range of projects for both global brands and independent clients. In 2025, he returned to London to continue his freelance practice while building Studio Mondo.

Ryan studied Graphic Design and Illustration at the University of Hertfordshire, graduating in 2015 with First Class Honours. During his studies, he was awarded two D&AD New Blood Pencils, a YCN Award, and a New Designers Award.

His enduring passion for illustration continues to shape and influence much of his design work today.

Experience

2025 – Present (Senior Designer)
Freelance & Studio Mondo

2022 – 2025 (Senior Designer)
Pearlfisher (New York)

2017 – 2022 (Freelance)
DesignStudio
Mother Design
Magpie Studio
Bulletproof
Pearlfisher
Multiadaptor
NB Studio

B&B Studio
PepsiCo
SomeOne
Supple Studio
VCCP
WMH
Space
Imagist

2015 – 2017 (Designer)
Taxi Studio

2015 (Internships)
D&AD Academy
The Partners
Topman Design
McQueen

Clients

Apple
Facebook
Google
Nike
Carlsberg
Pyrex
Virgin
Coca-Cola

Guinness
T-Mobile
UEFA
Pepsi
National Rail
General Mills
Nestlé
Gatorade

BIC
Casamigos
HP
Hershey's
DeepMind
Atlantis Hotels
Colgate
Shure

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Courage

Rooted in two centuries of brewing, pub signage and visual culture, this conceptual rebrand strips Courage back to its strongest assets: the cockerel, the deep red, the chevron and the enduring Take Courage spirit. Rather than reinvent the brand, the work sharpens what was already there by redrawing the cockerel with a prouder stance, refining the palette and giving the identity a stronger, more ownable structure. The result is a brand world grounded in British beer history: familiar, confident and ready to hold its place in the category today.

Art Direction, Packaging, Brand Identity & Illustration

Industry
Beer

Client
Personal Project

Created at
Studio Mondo

Project Date
2026

COURAGE©




COURAGE
COURAGE
DRAUGHT
370 ml
BREWED AND BOTTLED BY COURAGE BREWERIES LIMITED
COURAGE
EST 1787
DIRECTORS
BITTER
O.G. 1044°-1048°
EVERYONE
KNOWS
COURAGE
IS THE
WORD FOR
BEER BUT.
COURAGE
BROWN ALE
MINIMUM CONTENTS 39 FL.OZ.
COURAGE
BREWERS
LONDON & ALTON
ALTON PALE ALE
NATURALLY MATURED. POUR OUT CAREFULLY.
COURAGE
ALTON
BREWED BY COURAGE AND BARCLAY LTD
LONDON MAIDSTONE ALTON
I·P·A
1787
COURAGE
ALES
STOUT
COURAGE
BEST
BITTER
COURAGE
Crest
COURAGE
"DOCTOR"
BEST BEFORE
EST
COURA


COURAGE
BITTER


COURAGE
THE CASK ALE TRADITION
LEGACY BREWED BOLD
COURAGE BREWING LTD.
BITTER
4.5% VOL


COURAGE
COURAGE
COURAGE
COURAGE
EST 1787


COURAGE
BITTER
COURAGE
BITTER



Gandhi Floss

What if Mahatma Gandhi had his own candy floss brand? Gandhi Floss is a conceptual identity and packaging project that reimagines the playful world of cotton candy through the lens of Indian culture.

Rooted in my Indian heritage, the brand reinterprets traditional motifs with a contemporary twist, creating modern storytelling while paying tribute to Gandhi as an iconic figure of Indian culture.

Art Direction, Branding, Photography & Illustration

Industry
Snacks

Client
Personal Project

Created at
Independent

Project Date
2020

गाँधी सोता

GANDHI FLOSS

₹268



गाँधी सोता
GANDHI FLOSS



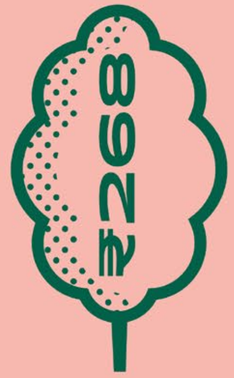
ORIGINAL FLAVOURED FLUFFY COTTON CANDY

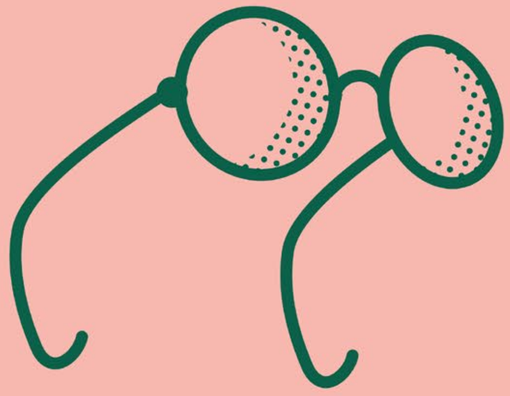
INGREDIENTS: SUGAR, CERTIFIED FOOD COLOURS AND IMITATION FLAVOURS

SOLD BY VOLUME NOT WEIGHT









MAHATMA'S SACRED RECIPE





HOMESPUN IN INDIA

खुद वो बदलाव
बनिए जो आप दुनिया
में देखना चाहते है

M G


CANDHI FLOSS


ANDHI FLOSS
COLLECT 8 STAMPS FOR A FREE FLO

Pyrex

For over a century, Pyrex has been a cornerstone of American kitchens, known for durability and reliability. Pyrex revolutionised cookware with its heat-resistant glass, making it ideal for baking, cooking, and storing food.

By embracing its kitchen versatility, this rebrand paid homage to Pyrex's recognisable, timeless dishware silhouettes and expanded into a celebratory colour palette for the modern age—beyond Pyrex's red.

Branding, Art Direction, Packaging & Copywriting

Industry
Homeware

Client
Pyrex

Created at
Pearlfisher (Concept Phase Work)

Project Date
2022


pyrex
Round Casserole Dish
8" x 18" x 21"


pyrex
Round Salad Bowl
8" x 18" x 21"

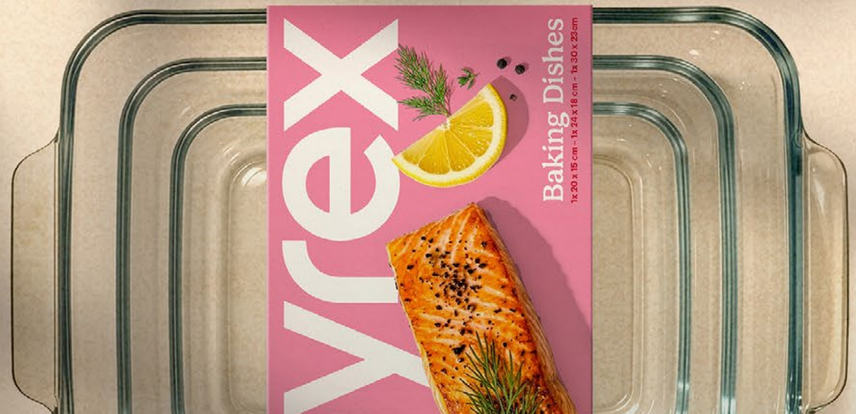

pyrex
Oven Dish
40 x 27cm
Easy to use: large side handles
Deep dish & Scratch-resistant


pyrex
Glass Storage
FreshLock
6-Pack Set
1x 5.25" x 4" x 2"
1x 6.75" x 5.25" x 2.25"
1x 8.5" x 6.5" x 2.25"
1x 10.25" x 7.75" x 3"


pyrex
Simply Store
6-Pack
6x 5.25" x 4" x 2"


pyrex


pyrex
Oven Dish
3-Pack Set
1x 33 x 20cm
1x 29 x 17cm
1x 22 x 13cm


pyrex
Baking Dishes
1x 20 x 15 cm - 1x 24 x 18 cm - 1x 30 x 23cm

pyrex

Every shape &
every size for
every recipe.

www.pyrex.com


Prep.
Store.
Serve.
pyrex
Lunchbox
3-Pack Set
pyrex
Mixing
Bowls
3-Pack
1x 0.7
1x 1L
1x 1.2L
pyrex
www.pyrex.com
pyrex


pyrex

Pour
Steam
Sauté
Enjoy

pyrex

Still serving.
pyrex





pyrex

A size for

pyrex

every appetite

colourful and ready in
s, this vibrant berry salad
es sweet strawberries,
rries and blueberries
icy pomegranate seeds
freshing mint. A light
erry, honey and lime
g brings everything
er, creating a simple dish
perfect for breakfast,
or a summery dessert.

redients

d strawberry
ced rasberry
egranate
0g Blueberry
diced fresh min

ssing

ranberry juice
oney
Sugar
ime Juice

uipment

Sized Mixing Bowl
(for fruit salad)
owl (for dressing)
nife
g Board



Instructions

- Pour the cranberry juice into a small bowl and add honey, sugar and freshly squeezed lime juice.
- Whisk until the honey and sugar have dissolved and the dressing is nice and smooth.
- Taste and add more lime juice if you prefer a sharper flavour.
- Set the dressing aside while you prepare the fruit.
- Rinse the strawberries, raspberries and blueberries under cold water. Drain well and gently pat dry.
- Remove the strawberry leaves and slice the strawberries into even pieces. Place all the berries in a large mixing bowl.

Storage

This salad is best enjoyed fresh. Store any leftovers in a covered container in the refrigerator and eat within 24 hours. If preparing it ahead, keep the fruit and dressing separate until shortly before serving.

DISHOO

"From Bomb
with Love

120

pyrex pyrex pyrex

DAYTON, NJ

ECT (FCT) 26 LBS/IN

BOX

PAPER

www.recycle.info

B-Sides

B-Sides approached Mondo with an opportunity: to inject a dose of youthful spirit and 1980s nostalgia into their branding and packaging. We helped deliver an explosive flavour sensation designed to capture the taste buds and imaginations of their American audience.

The design language channels retro arcades and classic video game interfaces, reimagined through a modern lens. It feels like rediscovering a childhood snack – familiar yet refreshed. The result is a Gen X fever dream which feels sharpened for today's shelves.

Art Direction, Packaging & Logo Design

Industry
Snacks

Client
B-Sides

Created at
Studio Mondo

Project Date
2025


5G OF PLANT PROTEIN
RANCH FLAVORED
CRUNCH PUFFS
B SIDES
GLUTEN FREE
LONG LIVE SNACK TIME
100% VEGAN
PER PACK
5G OF PLANT PROTEIN
CHEDDAR FLAVORED
CRUNCH PUFFS
B SIDES
GLUTEN FREE
LONG LIVE SNACK TIME
PER PACK
5G OF PLANT PROTEIN
JALAPEÑO FLAVORED
CRUNCH PUFFS
B SIDES
GLUTEN FREE
LONG LIVE SNACK TIME
100% VEGAN
PER PACK


Ms. PAC-MAN
1UP 350
HIGH SCORE 16440
2UP 0
READY!
CREDIT 0
MOVE
CERTIFICATE OF AUTHENTICITY
ITEMS VAULT
MS. PAC-MAN DELUXE
ARCADE1UP
ARCADE1UP
TETRIS
SCORE 0000000
LINES 000
LEVEL 000
WHAT'S YOUR B-SIDE?
B SIDES
INSERT COINS
Williams
DEFENDER
1UP 000150
HI-SCORE 010000
CREDITS 2
© MCMLXXX ATARI
DONKEY KONG
Nintendo
DONKEY KONG




JALAPEÑO
SIDES


5G OF PLANT PROTEIN
CHEDDAR
FLAVORED
CRUNCH PUFFS
SIDES
GLUTEN FREE
LONG LIVE SNACK TIME




RANCH
SIDES

Sabatino

Sabatino is an eyewear brand that thrives on fearless expression, drawing on party culture, queer culture and high fashion – wrapped in a glossy, rebellious aesthetic. It's unique eyewear designed as a statement of individuality where the arms of the glasses are chains and pendants. Part luxury Italian flair, part eccentric London grit, the brand carries a pulse as alive as the dancefloor. The identity leans into chrome textures, bold colour clashes, and jewellery-like detailing, echoing the ornate craftsmanship of the eyewear itself.

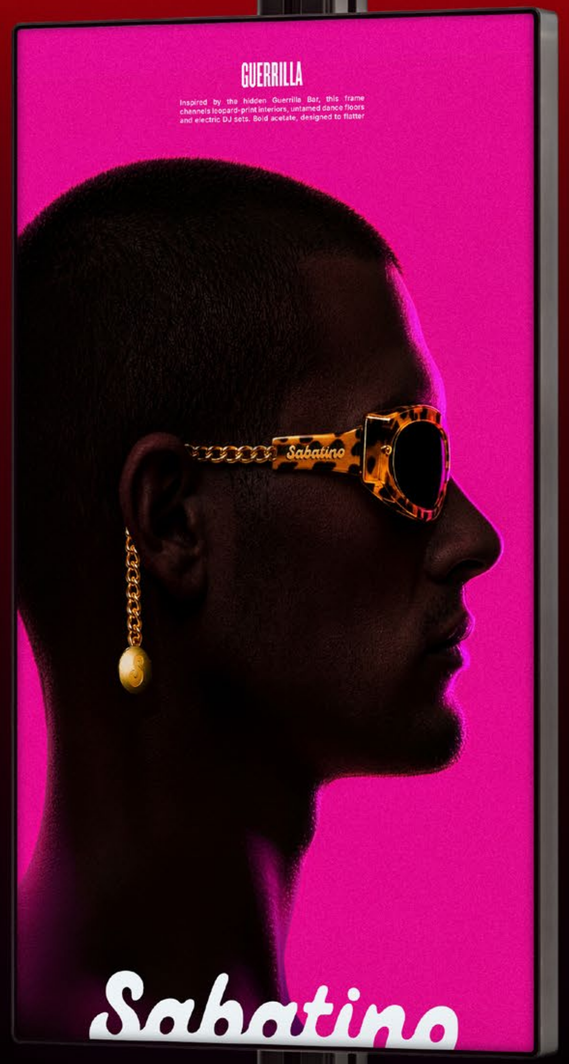
Branding & Art Direction

Industry
Eyewear

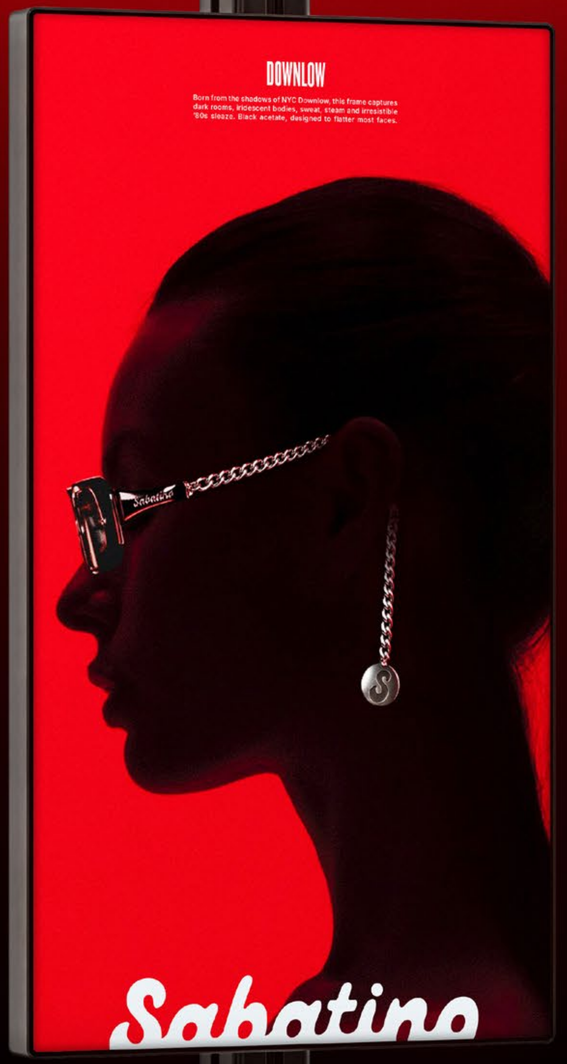
Client
Christian Sabatino

Created at
Freelance

Project Date
2024

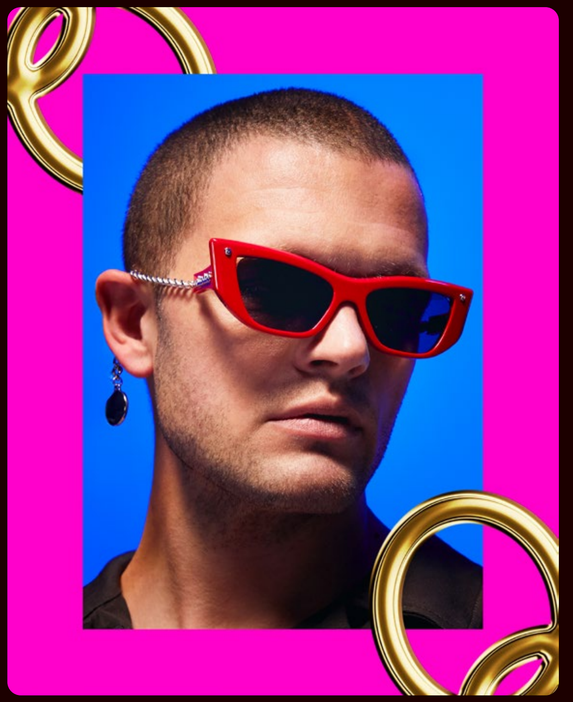

GUERRILLA
Inspired by the hidden Guerrilla Bar, this frame channels leopard-print interiors, untamed dance floors and electric DJ sets. Bold acetate, designed to flatter
Sabatino
Sabatino


DELUXE
Born from the fantasy of an all-American '50s diner, The Deluxe serves unapologetic glamour in scarlet red. Think Greased Lightning—turned up, dressed up, and deliciously unhinged.
Sabatino

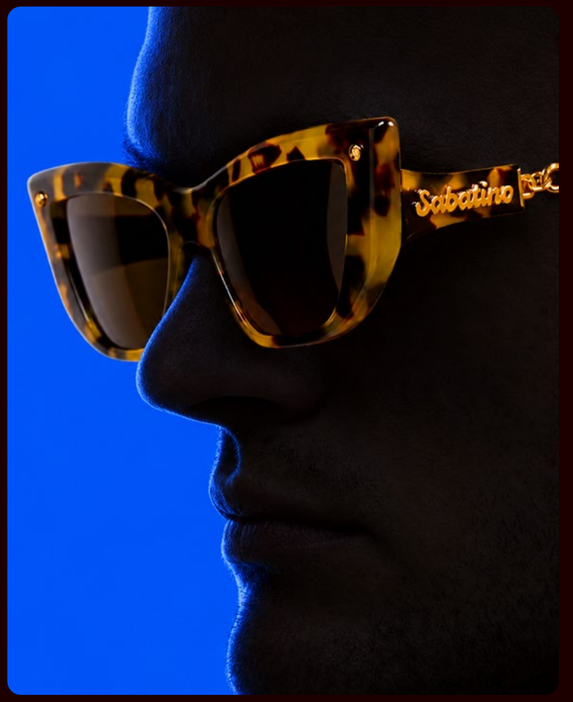

DOWNLOW
Born from the shadows of NYC Downlow, this frame captures dark rooms, iridescent bodies, sweat, steam and irresistible '90s sleaze. Black acetate, designed to flatter most faces.
Sabatino

Salvatore









Sabatino

Frame Width 143mm
Lens Width 52mm
Lens Height 39.5mm

Originally modelled to emulate an all American 50's diner, The Deluxe oozes sass, attitude and chic with its scarlet red interior. Think Grease Lightening - on acid.

THE DELUXE



Sabatino

Frame Width 143mm
Lens Width 52mm
Lens Height 39.5mm

Originally modelled to emulate an all American 50's diner, The Deluxe oozes sass, attitude and chic with its scarlet red interior. Think Grease Lightening - on acid.

THE DELUXE










Sabatino Eyewear
@sabatinocometa
sabatinocometa.com
Christian Cometa
With Love
Sabatino

Manchester United

As a lifelong Manchester United fan, I've often wondered what the future might hold for the club's graphic identity. The crest is a mark I've admired for as long as I can remember, so refreshing it felt like a careful and delicate task.

The reimagined identity takes inspiration from the sharp geometry of the devil and its pitchfork. This conceptual evolution lends itself to a bolder and braver approach to the universally recognised Red Devil icon, while still respecting the heritage of the club.

Art Direction, Brand Identity, Logo Design & Typography

Industry
Sports

Client
Personal Project

Created at
Independent

Project Date
2022



Future



1988



1970



1960



1902




MANCHESTER UNITED
AND THE REDS GO
MARCHING
ON
ON
ON
NEXT SEASONS MATCH TICKETS
AVAILABLE NOW AT WWW.MANUTD.COM
adidas
CHEVROLET


UNITED
ONE CLUB. ONE VOICE.
WWW.MANUTD.COM
MAN UTD
V
ASTON VILLA
SAT
DEC 01
KO
15:00
AVFC
ROW
LL
SEAT
138
STAND
NORTH
ENTRANCE
N36
£65.50
adidas
CHEVROLET
DHL


OFFICIAL MATCHDAY PROGRAMME
RRP. £3.50
I CAME HERE TO WIN TROPHIES”
A ONE ON ONE SIT DOWN WITH OUR CLUB CAPTAIN
PLUS
• ERIK TEN HAG COLLUMN
• MEET THE NEW SIGNINGS
• PLAYERS PREVIEW 2022/23
• 90 YEARS OF THE ACADEMY
• MU WOMEN’S HEROIC
• FANS SECTION & POSTERS
VOLUME NO. 597 - £3.50 WWW.MANUTD.COM
adidas


VOLUME NO. 597 - £3.50 WWW.MANUTD.COM
adidas


UNITED
OFFICIAL MATCHDAY PROGRAMME
RRP. £3.50
MANCHESTER UNITED VS ASTON VILLA
SATURDAY
DEC 12
KICK OFF
3PM
OLD TRAFFORD, MANCHESTER
THE LAST LINE. THE FIRST TO BELIEVE.
A ONE ON ONE SIT DOWN WITH OUR NO.1
PLUS
• INSIDE THE DRESSING ROOM
• RISING ACADEMY STARS
• TEN HAG’S EVOLVING SYSTEM
• BEHIND-THE-SCENES TRAINING
• YOUR MESSAGES TO THE TEAM
• ICONIC KITS REVISITED
VOLUME NO. 597 - £3.50 WWW.MANUTD.COM
adidas


OFFICIAL MATCHDAY PROGRAMME
RRP. £3.50
THE RETURN OF TONY MARTIAL
A ONE ON ONE SIT DOWN WITH OUR FAN FAVOURITE
PLUS
• INSIDE CARRINGTON: EXCLUSIVE
• NEXT GENERATION OF FINISHERS
• UNITED SUPPORTERS ABROAD
• REVISIT COMEBACK MATCHES
• WHAT THE TEAM ARE LISTENING TO
• THE ART OF CONFIDENCE & CONTROL
VOLUME NO. 597 - £3.50 WWW.MANUTD.COM
adidas


UNITED
OFFICIAL MATCHDAY PROGRAMME
RRP. £3.50
MANCHESTER UNITED VS CRYSTAL PALACE
SATURDAY
NOV 17
KICK OFF
3PM
OLD TRAFFORD, MANCHESTER
THE RETURN OF TONY MARTIAL
A ONE ON ONE SIT DOWN WITH OUR FAN FAVOURITE
PLUS
• INSIDE CARRINGTON: EXCLUSIVE
• NEXT GENERATION OF FINISHERS


UNITED


UNITED
OFFICIAL MATCHDAY PROGRAMME
RRP. £3.50
MANCHESTER UNITED VS BRIGHTON
SATURDAY
JAN 05
KICK OFF
3PM
OLD TRAFFORD, MANCHESTER
I CAME HERE TO WIN TROPHIES”
A ONE ON ONE SIT DOWN WITH OUR CLUB CAPTAIN
PLUS
• ERIK TEN HAG COLLUMN
• MEET THE NEW SIGNINGS

1 2 3 4 5

6 7 8 9 10



Fabric of London

Fabric of London is a concept that celebrates the visual heritage of the Underground. The series explores the graphic deconstruction of London's Tube lines, with compositions built from the terrazzo flooring and the iconic moquette upholstery of the seats.

The collection extends into a full suite of posters and collectible Oyster cards. Together, they form a graphic celebration of London's everyday journeys — a design language as familiar to commuters as it is emblematic of the city itself.

Art Direction, Illustration & Campaign Design

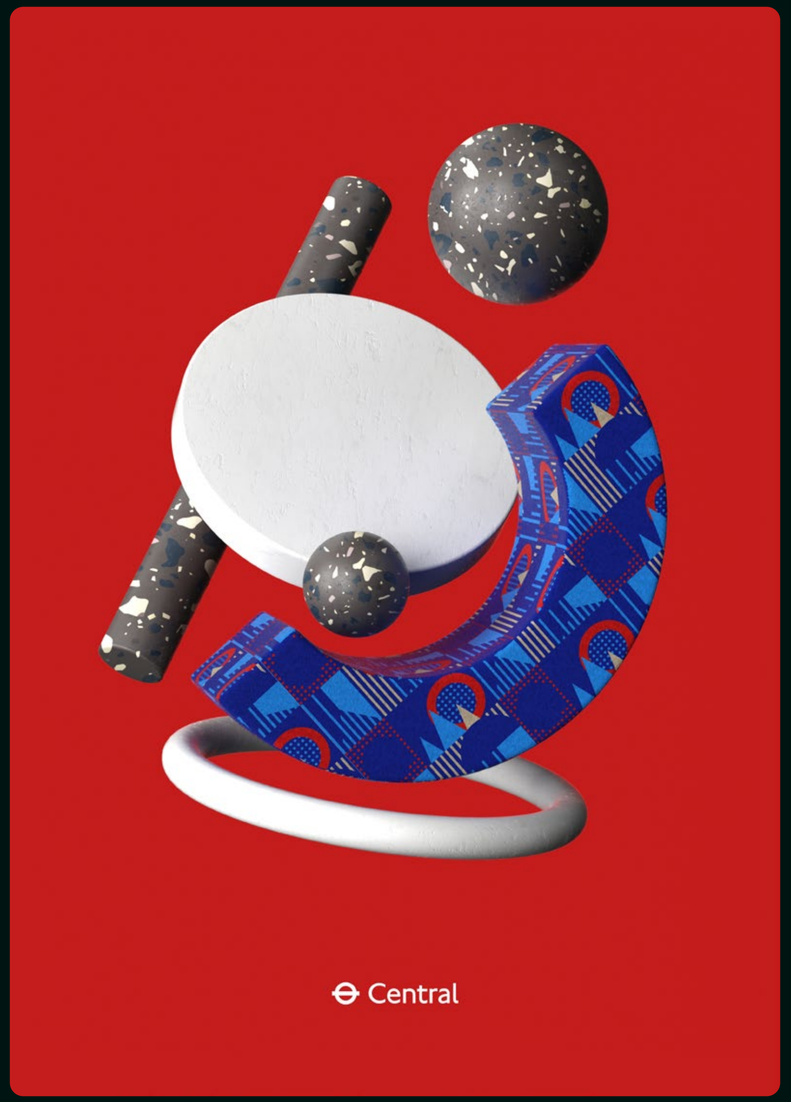
Industry
Travel

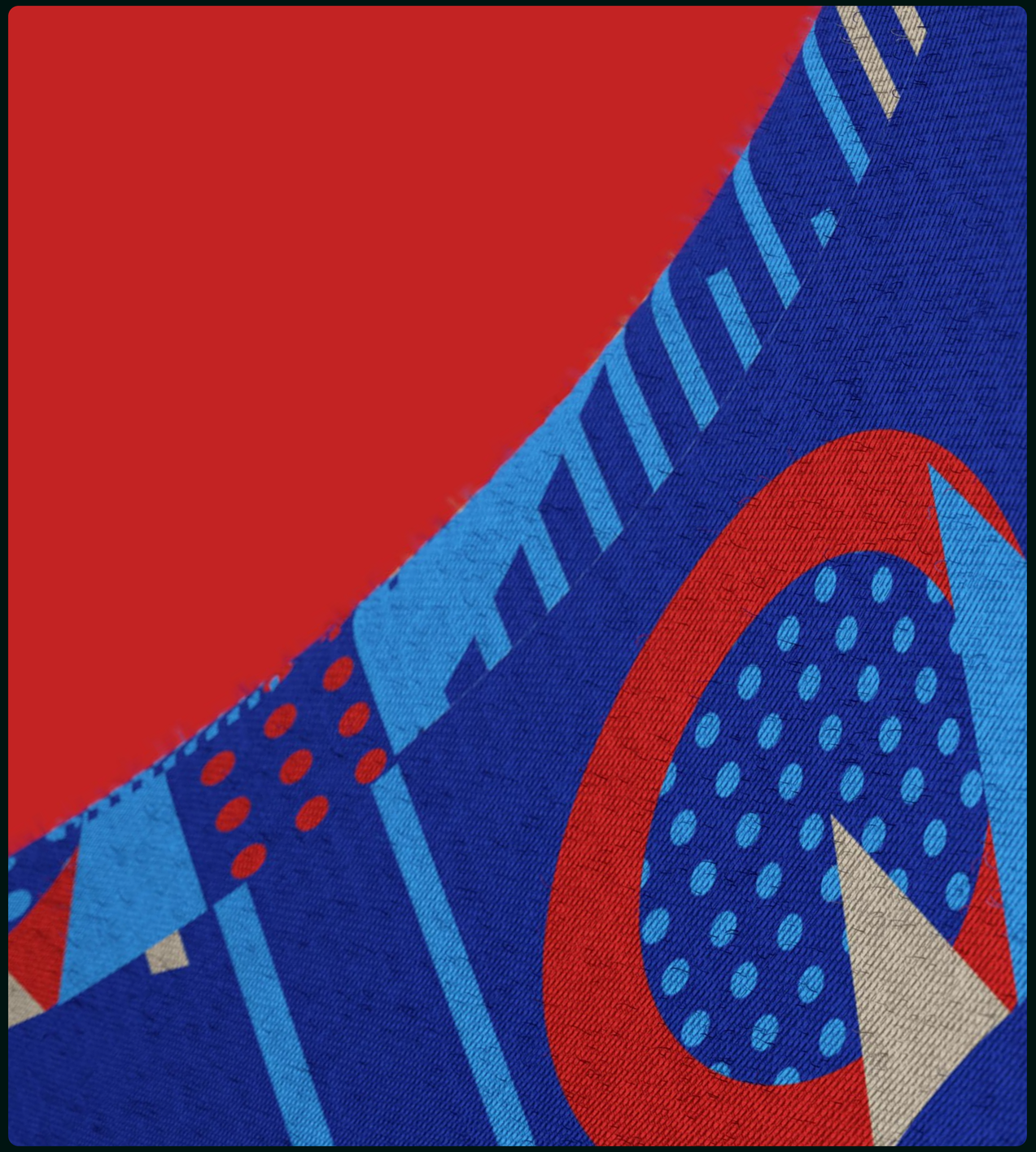
Client
Personal Project

Collaborated with
Taz Saragi (3D)

Project Date
2019


t and Circle lines
Westbound
platform 1
Westminster
St. James's Park
Victoria
Sloane Square
South Kensington
Gloucester Road
Earl's Court
West Brompton
Fulham Broadway
Parsons Green
Putney Bridge
East Putney
Southfields
Wimbledon Park
Wimbledon
Gunnersbury
Kew Gardens
Richmond
Circle
Jubilee
Stratford
West Ham
Canning Tow
North Green
Canary Whar
Canada Wate
Bermondsey
London Bridg
Southwark
Waterloo
Westminste
Green Park
Bond Street
Baker Street
Finchley Roa
West Hamps
Kilburn
Dollis Hill
Neasden
Kingsbury
Queensbury
Canons Park
Stanmore

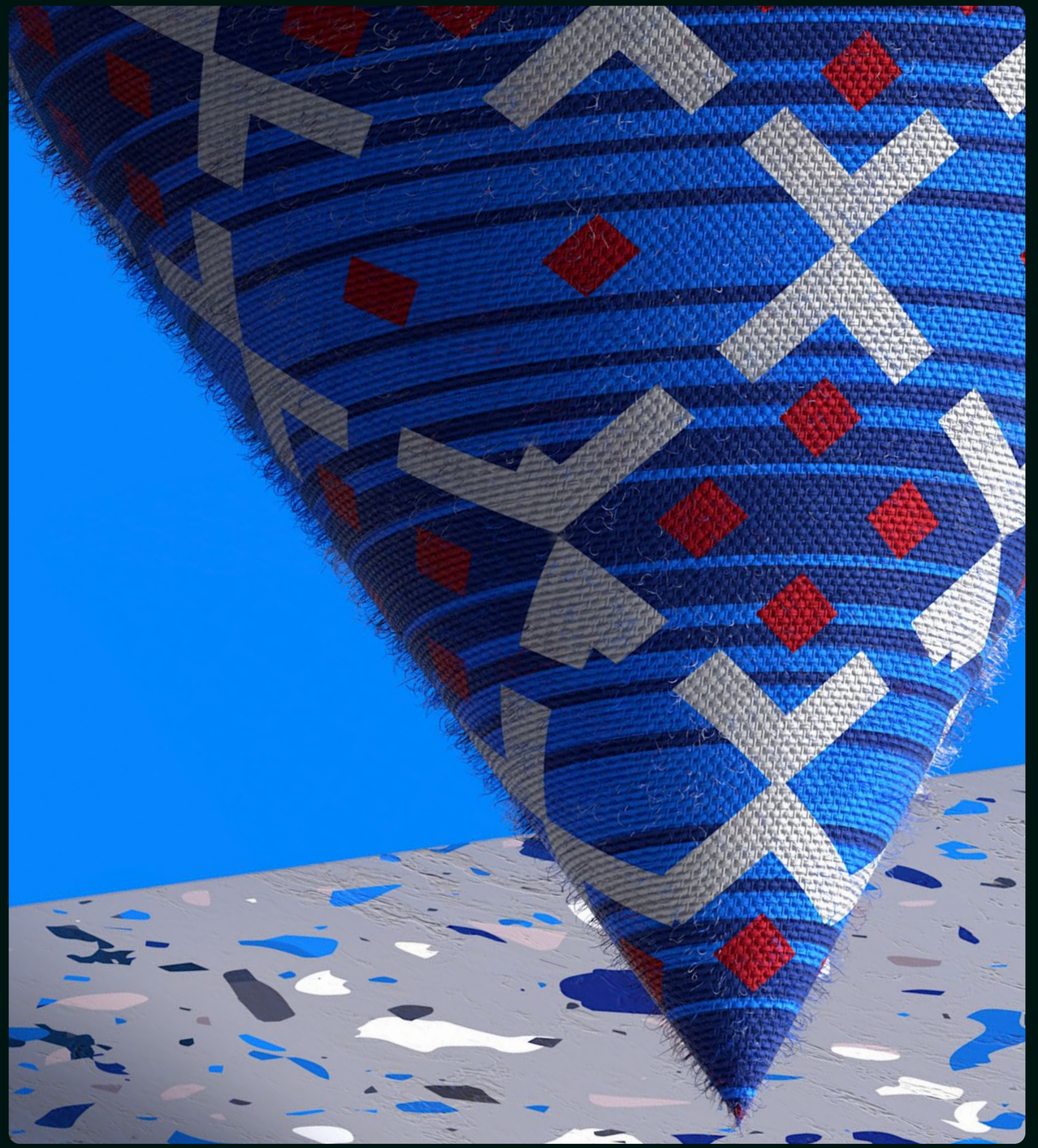

Central

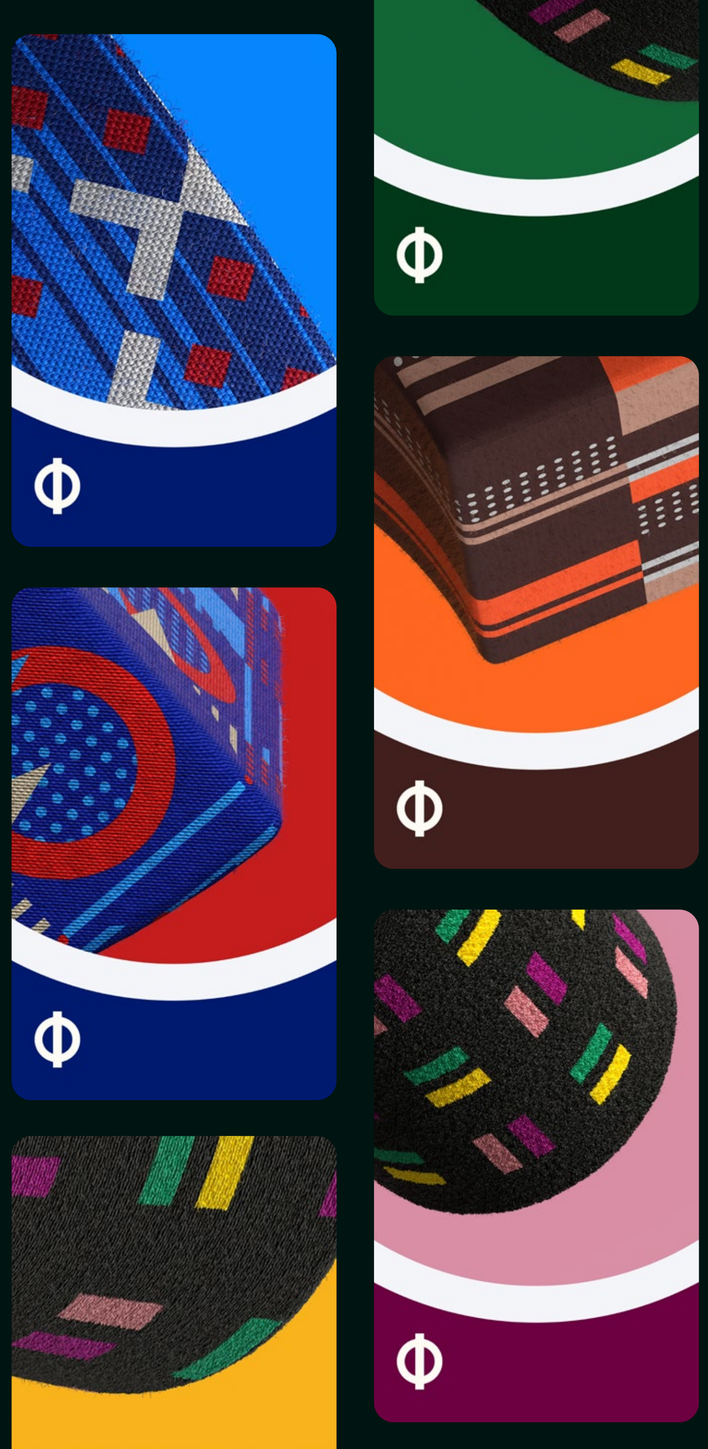





District


Victoria







Lennonade

If John Lennon had his own lemonade brand, what would it look like? Lennonade is a fictional brand that imagines Lennon's legacy with a playful twist, drawing influence from his time with the Beatles and his subsequent solo career.

The brand takes inspiration from lemon stickers, using them as miniature canvases to reference Lennon's lyrics, iconic outfits, album covers, and the legendary venues he once played.

Art Direction, Branding, Packaging & Illustration

Industry
Soft Drinks

Client
Personal Project

Created at
Independent

Project Date
2020


HEY JUICE!
TWIST & SHOUT
1961
Cavern Club
NW8


LENNONADE
BREWED IN LIVERPOOL
NW8
NEW YORK CITY
HEY JUICE!
LOVE
CITY OF LIVERPEEL
PENNY LN
THE BEATLES
NW8
Sally
Julie Maria
Georgie
Spending someone's hard earned pay
Jazz & Kurt


TWIST & SHOUT
YOKO
STRAWBERRY FIELDS FOREVER
NEW YORK CITY
HEY JUICE!
LA.1964
CITY OF LIVERPEEL
PENNY LN
19 57
21p
PEACE & LOVE
HERE COMES THE SUN
NW8
LOVE
SGT. PEPPERS LONELY HEARTS CLUB BAND
YO KO
1961 Cavern Club LVPL
Sissy Miss Lizzy
BREWED IN LIVERPOOL


PEACE & LOVE
GIVE
EST A
HANCE!
LENNONADE
HERE COMES THE SUN
BREWED IN LIVERPOOL
IMAGINE
THERE'S
NO
LEMONS
LENNONADE

Sucker

Based in Southampton, Sucker is a music management company releasing records and promoting shows nationwide. The identity leans into its playful name by building a world around being a “sucker,” with the lollipop placed at the heart of every brand touchpoint.

This visual metaphor of a lollipop brings to life a candy-coloured brand, a bespoke typeface with hidden lollipop details, and illustrations that swap instruments for lollipops. It unites music, attitude, and humour in a brand that thrives on the notion of being a sucker.

Branding, Art Direction & Type Design

Industry
Live Music

Client
Sucker

Collaborated with
Perry Rowe (Illustrator)

Project Date
2019

SUCKER


56010
SUCKER
ARTIST
Access All Areas
—
www.suckerartists.com
@Suckerartists
SUCKER
ARTIST
56010
SUCKER
STAFF
Access All Areas
—
www.suckerartists.com
@Suckerartists
SUCKER
STAFF
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ARTIST
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@Suckerartists
SUCKER
ARTIST



DECO

3 OCT	Belfast	The SSE Arena
6 OCT	Glasgow	OVO Hydro
8 OCT	Newcastle	Utilita Arena
10 OCT	Manchester	Co-op Live
12 OCT	Sheffield	Utilita Arena
14 OCT	Nottingham	Motorpoint Arena
16 OCT	Birmingham	Utilita Arena
19 OCT	Cardiff	Utilita Arena
21 OCT	Brighton	Brighton Centre
24 OCT	London	The O2 Arena

book tickets online
www.suckerartists.com

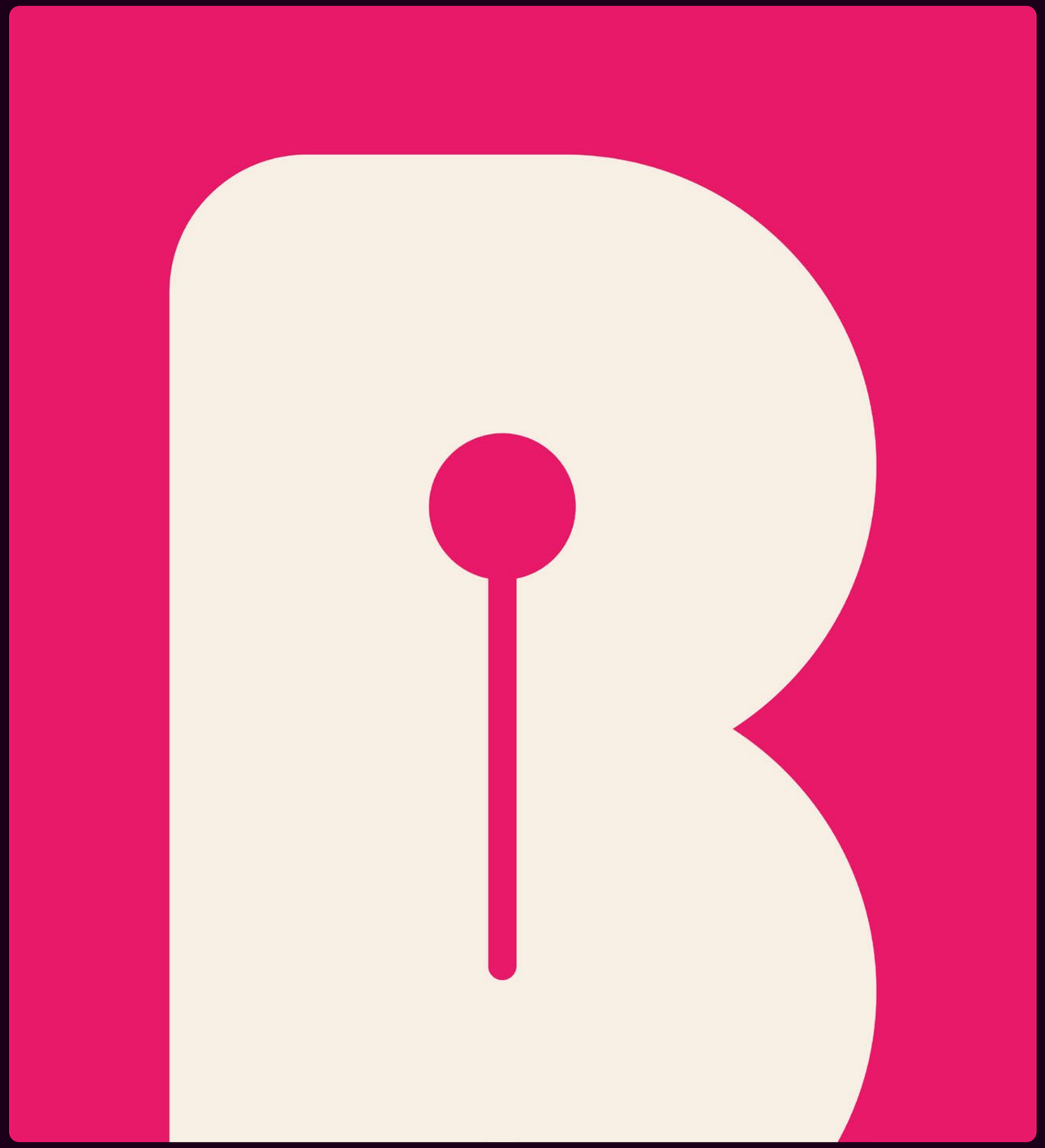
follow the tour
@suckerartists

SUCKER

with special guests
Fat Wh

LONDON, UK
LONDON, UK

METROPOLIS MUSIC

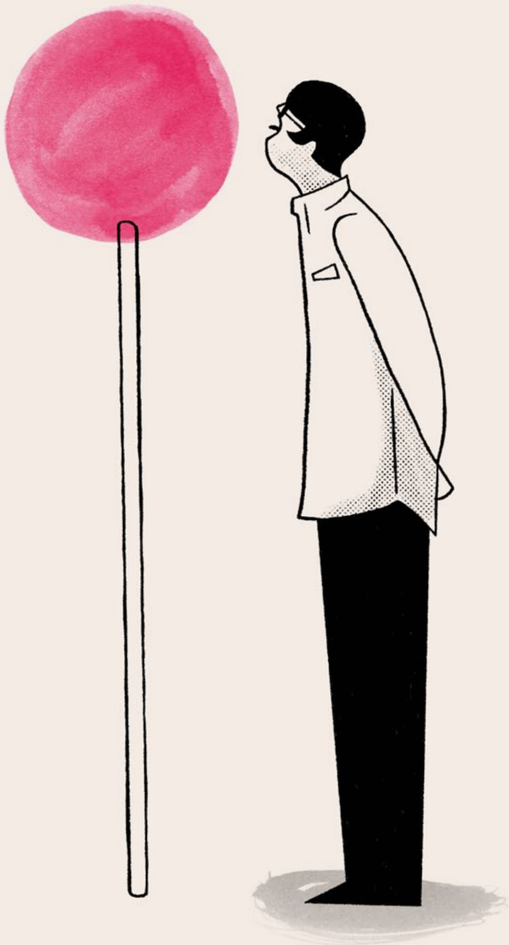


SUGAR. OH HONEY HONEY YOU ARE MY CANDY GIRL

THE ARCHIES, 1969

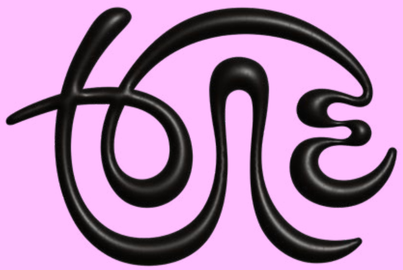






Logo Design

Ryan’s logo design is defined by strong conceptual foundations. Each mark is rooted in a clear idea and carefully crafted to embody the essence of the brand it represents.



Client
Tone

Industry
Hair Stylist

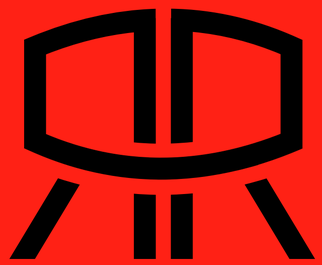
Designed at
Freelance



Client
About Golf

Industry
Golf

Designed at
Lovable Rogue



Client
Russell's Reserve

Industry
Whisky



Client
Age of Ideas

Industry
Mixology

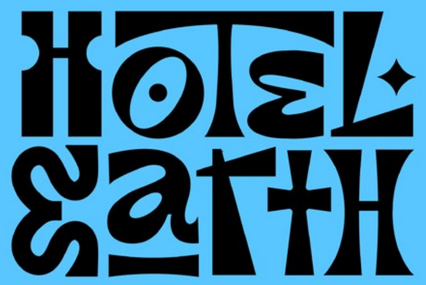
Designed at
Magpie



Client
Joel Lauga

Industry
Wine Sommelier

Designed at
Freelance



Client
Hotel Earth

Industry
Fashion

Designed at
Freelance



Client
Equivent

Industry
Equestrian

Designed at
Freelance



Client
Totino's

Industry
Frozen Pizza

Designed at
Pearlfisher

Illustration

Ryan’s illustration work is defined by its adaptability. He’s able to shift in style to meet the needs of a brief. From sharp vector lines to textured brush strokes, collaged compositions to pencil-drawn studies – Ryan’s approach is versatile yet always underpinned by craft and intent.



Client
Personal Project

Industry
Sports

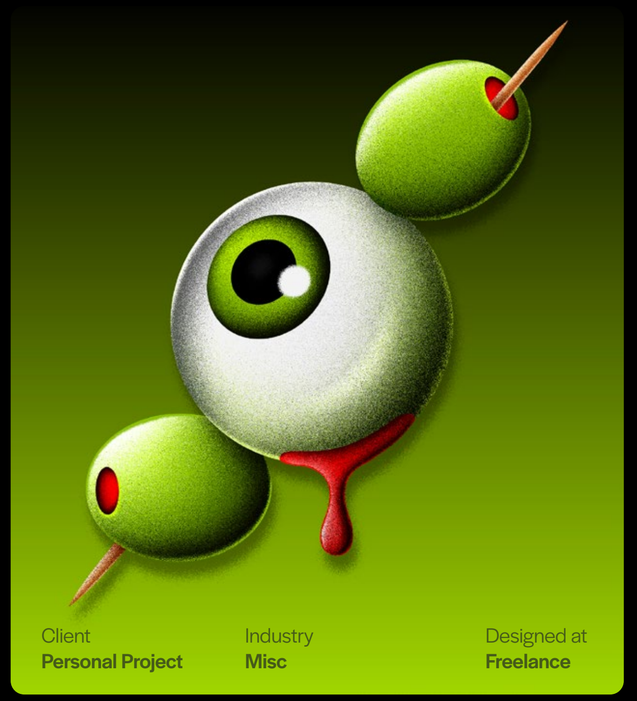
Designed at
Freelance



Client
Hype Clothing

Industry
Fashion

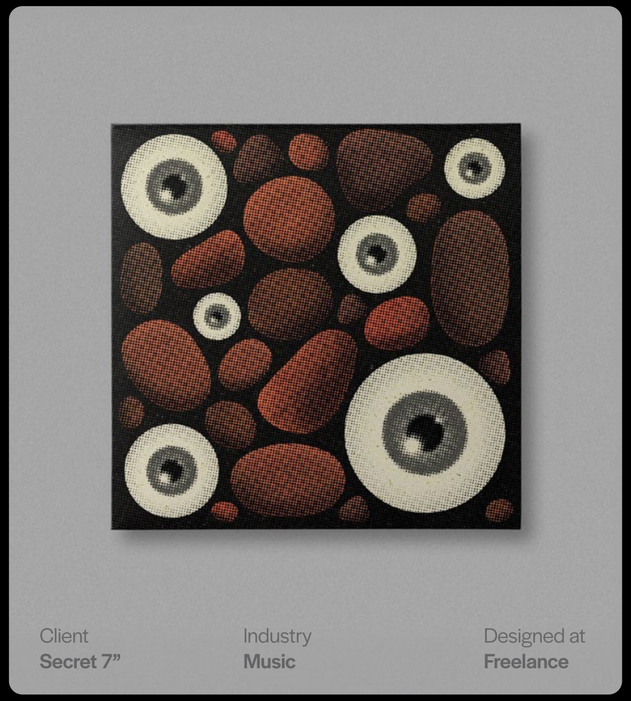
Designed at
Freelance



Client
Personal Project

Industry
Misc

Designed at
Freelance



Client
Secret 7”

Industry
Music

Designed at
Freelance



Client
Hotel Earth

Industry
Fashion

Designed at
Freelance



Client
Hotel Earth

Industry
Fashion

Designed at
Freelance



Client
Pineapple Club

Industry
Cocktail Bar

Designed at
Freelance



Client
Personal Project

Industry
Misc

Designed at
Pearlfisher

Thank You

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Design Portfolio 2026

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