

Packaging Design Case Study
2025

Portfolio

DAWN RAMES

Role:

Senior Graphic Designer / Art Director

Responsibilities:

Packaging Design
Production Art
Vendor Coordination

Manufacturing Specifications
Spot UV File Creation

01

AETHERIS *BioLabs*

PACKAGING DESIGN | PRINT PRODUCTION | SPOT UV FINISHES

A premium rigid magnetic packaging solution designed for scientific testing kits.

Engineered to reduce visible fingerprints while delivering a sophisticated brand experience.



The Challenge

PROJECT GOAL

The client wanted a premium scientific testing kit that reflected the quality of its research services while minimizing fingerprints, resisting scuff marks, and delivering a premium tactile experience.



Fingerprints



Scuff Marks



Premium Soft-Touch Finish

THE SOLUTION

A matte Soft-Touch laminated rigid box paired with selective spot UV finishes created a durable, premium package that minimized fingerprints, resisted scuffing, and elevated the tactile experience while maintaining strong shelf presence.

APPLIED SKILLS	MADE WITH	CLIENT:
Packaging Design Print Production Brand Development Vendor Coordination Prepress & Proofing	Adobe Illustrator Adobe Photoshop Acrobat Pro Packaging Dielines Spot UV Production Files	Aetheris BioLabs

Wrapped Edge Construction

Precision wrapped construction creates clean edges and a refined presentation.

Spot UV Varnish

Selective gloss UV coating creates visual contrast against the matte surface, enhancing brand recognition and shelf appeal.

Soft-Touch Matte Lamination

Scratch-resistant Soft-Touch lamination minimizes fingerprints and handling marks while delivering a refined tactile experience.

Rigid Setup Construction

Durable chipboard construction provides structural integrity and a premium unboxing experience.

Scalable Packaging System

PROJECT GOAL

Three rigid box sizes were developed to accommodate a range of testing kit configurations while maintaining a consistent brand experience across the product line.

Boxes

- Small 8" x 7" x 4"
For compact kit configurations
- Medium 10" x 8" x 4"
For standard kit configurations
- Large 12" x 10" x 4"
For expanded kit configurations

APPLIED SKILLS	MADE WITH	CLIENT:
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Magnetic Closure
Integrated magnetic closure provides a secure, premium opening and closing experience.

Kit Identification System
Six custom kit categories displayed inside the lid help users quickly identify testing applications.

Spot UV Brand Accent
Selective spot UV coating creates contrast against the matte surface, enhancing visual impact and reinforcing brand recognition.

Interior Experience

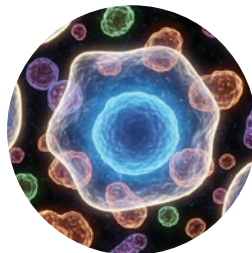
The interior presentation combines custom inserts, product identification graphics, and visual navigation elements to create a premium, organized, and intuitive unboxing experience.

Custom Die-Cut Insert
Precision-cut insert securely organizes kit components, improving presentation, protection, and usability during handling.

Rigid Setup Construction
Premium chipboard construction provides durability, structural integrity, and a high-end unboxing experience.

Kit Identification & Labeling System

A custom icon system was developed to visually identify scientific testing categories and improve kit recognition. Applied as 1.25" circular labels on the exterior of each package, the graphics enable quick product identification while supporting future expansion and maintaining brand consistency across the kit family.



Cell Analysis
Cellular analysis



DNA Sequencing
Genomic sequencing



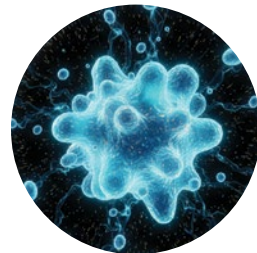
Protein Research
Protein characterization



Biomarker Detection
Molecular marker detection



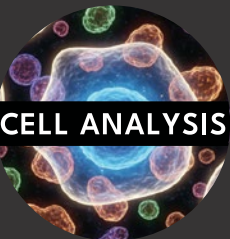
Pathology Research
Tissue analysis



Specimen Processing
Sample preparation



1.25" LABELS



Applied as 1.25" circular identification labels on all kit configurations.

APPLIED SKILLS

Packaging Design
Print Production
Brand Development
Vendor Coordination
Prepress & Proofing

MADE WITH

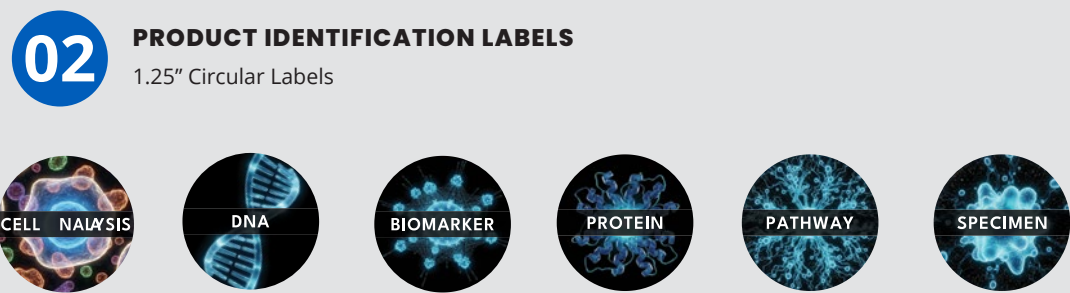
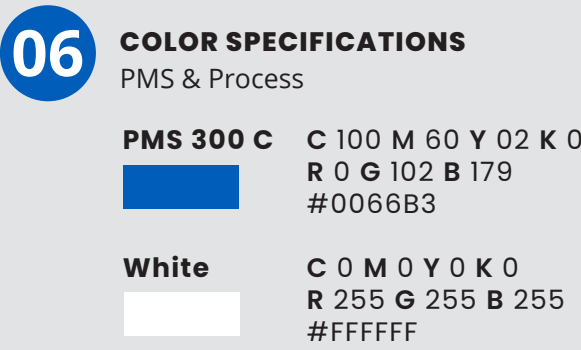
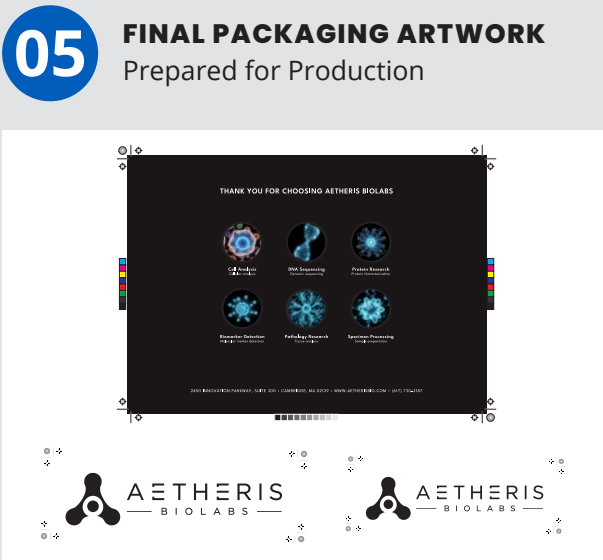
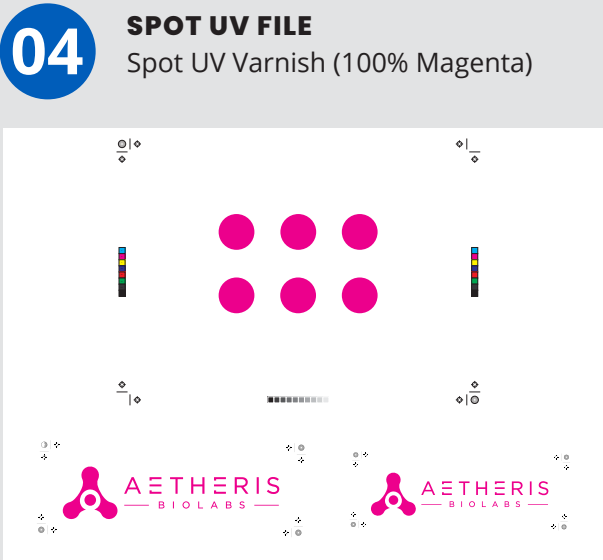
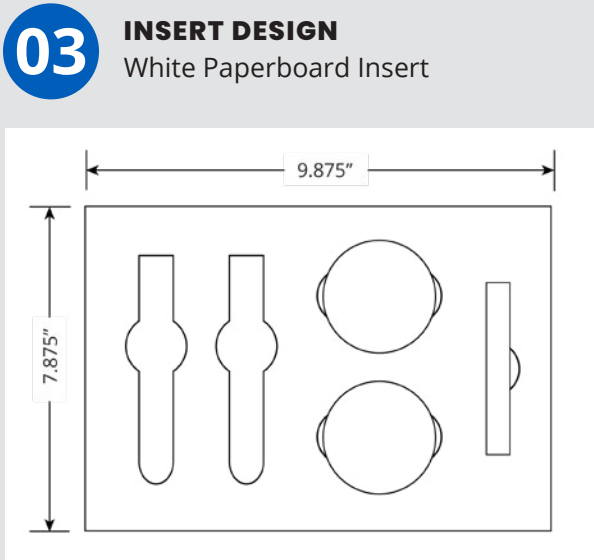
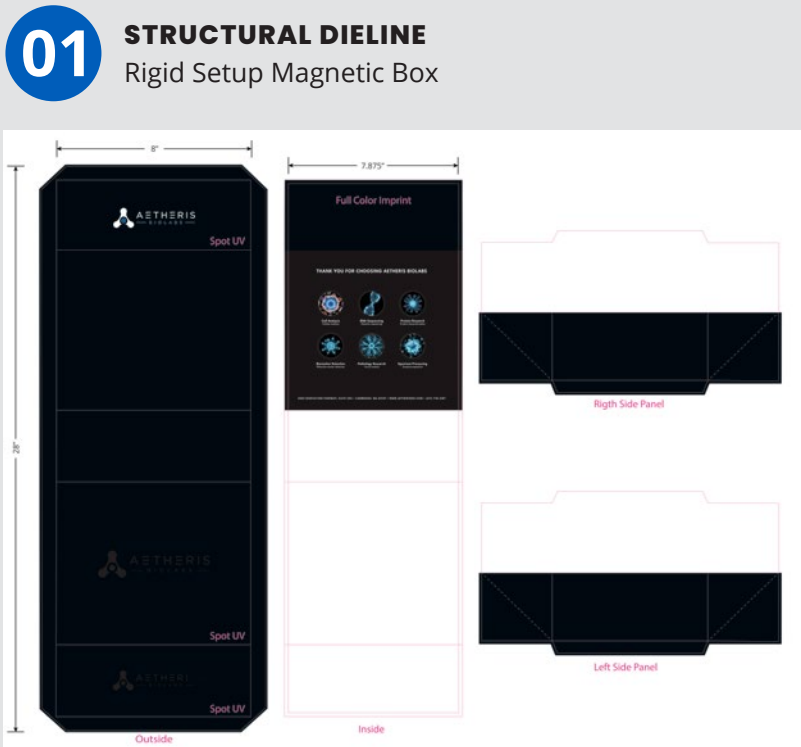
Adobe Illustrator
Adobe Photoshop
Acrobat Pro
Packaging Dielines
Spot UV Production Files

CLIENT:

Aetheris BioLabs

PRODUCTION SPECIFICATIONS

Final deliverables included production-ready packaging artwork, custom dielines, spot UV varnish files, color specifications, product identification labels, and manufacturing documentation. All assets were prepared to support accurate reproduction, efficient vendor production, and scalable future kit expansion.



- 07 MATERIAL DETAIL
- Spot UV
 - Soft-Touch laminate
 - Texture



STRUCTURAL DIELINE

INSERT DESIGN

PRINT & FINISHING

IDENTIFICATION SYSTEM

PRODUCTION DELIVERABLES

FILE PREPARATION

All production assets were created in Adobe Illustrator and prepared to commercial print standards for manufacturing.

- ☒ CMYK Color Mode
- ☒ 300 DPI Resolution
- ☒ Fonts Converted to Outlines
- ☒ 0.125" Bleed Included
- ☒ Dielines Supplied on Separate Layer
- ☒ Spot UV Artwork Supplied on Separate Layer

MANUFACTURING SPECIFICATIONS

- Box Style:** Rigid Magnetic Closure Box
- Board Construction:** 120 pt Premium Chipboard
- Exterior Wrap:** 157 gsm Soft-Touch Matte Laminate
- Insert Material:** 24 pt White SBS Board
- Magnet Size:** 10 mm x 2 mm Neodymium Magnets
- Printing Method:** 4-Color Process (CMYK)
- Finishes:** Soft-Touch Matte Lamination
Selective Spot UV Varnish
- Assembly:** Pre-Glued Wrapped Construction

PRODUCTION DELIVERABLES

- Packaging Artwork Files (AI, PDF)
- Structural Dielines (AI, PDF)
- Spot UV Varnish Production Files (AI, PDF)
- Insert Die-Cut Files (AI, PDF)
- Product Identification Labels
- PMS Color Specifications
- Manufacturing Documentation
- Vendor Production Package

PROJECT OUTCOME

The final packaging system successfully balanced premium aesthetics with production practicality. Through the use of Soft-Touch matte lamination, selective spot UV finishes, custom inserts, and scalable package architecture, the project delivered a durable and sophisticated solution ready for commercial manufacturing and future product expansion.

- ▶ Reduced visible fingerprints and handling marks
- ▶ Delivered a premium unboxing experience
- ▶ Established a scalable packaging platform
- ▶ Created a production-ready manufacturing package
- ▶ Developed a unified identification system

