RESTORATIVE ELEMENTS™

A Scalable Brand System

Brand Development
& Creative Oversight

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Diana Bañuelos

Building a Modern Skincare Brand *from* Vision to Experience

Client: Alchemee, LLC

Brand: Restorative Elements

Role: Senior Designer of Brand Marketing / Senior Digital Designer

**Categories:** Branding · Packaging · Digital Experience · Visualization

A clean, modern skincare brand built around the idea of restoring balance between nature, science, and self-care. Working in close collaboration with Associate Marketing Director *Gillian Fetters* and the wider creative team, I helped lead design execution across key brand touchpoints: from packaging and digital experience to omnichannel storytelling.

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A Balanced Brand System

Our goal was to create a skincare brand system that harmonizes science and nature, evoking balance and calm. We focused on four core visual principles that would guide every touchpoint.
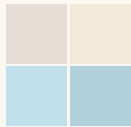
Restorative Color Palette
Soft neutrals and calm pastels drawn from nature

Modern & Minimal Design
Clean, uncluttered layouts that feel elevated and calming

Textural & Tactile Materials
Matte finished and tactile details that embody refined simplicity
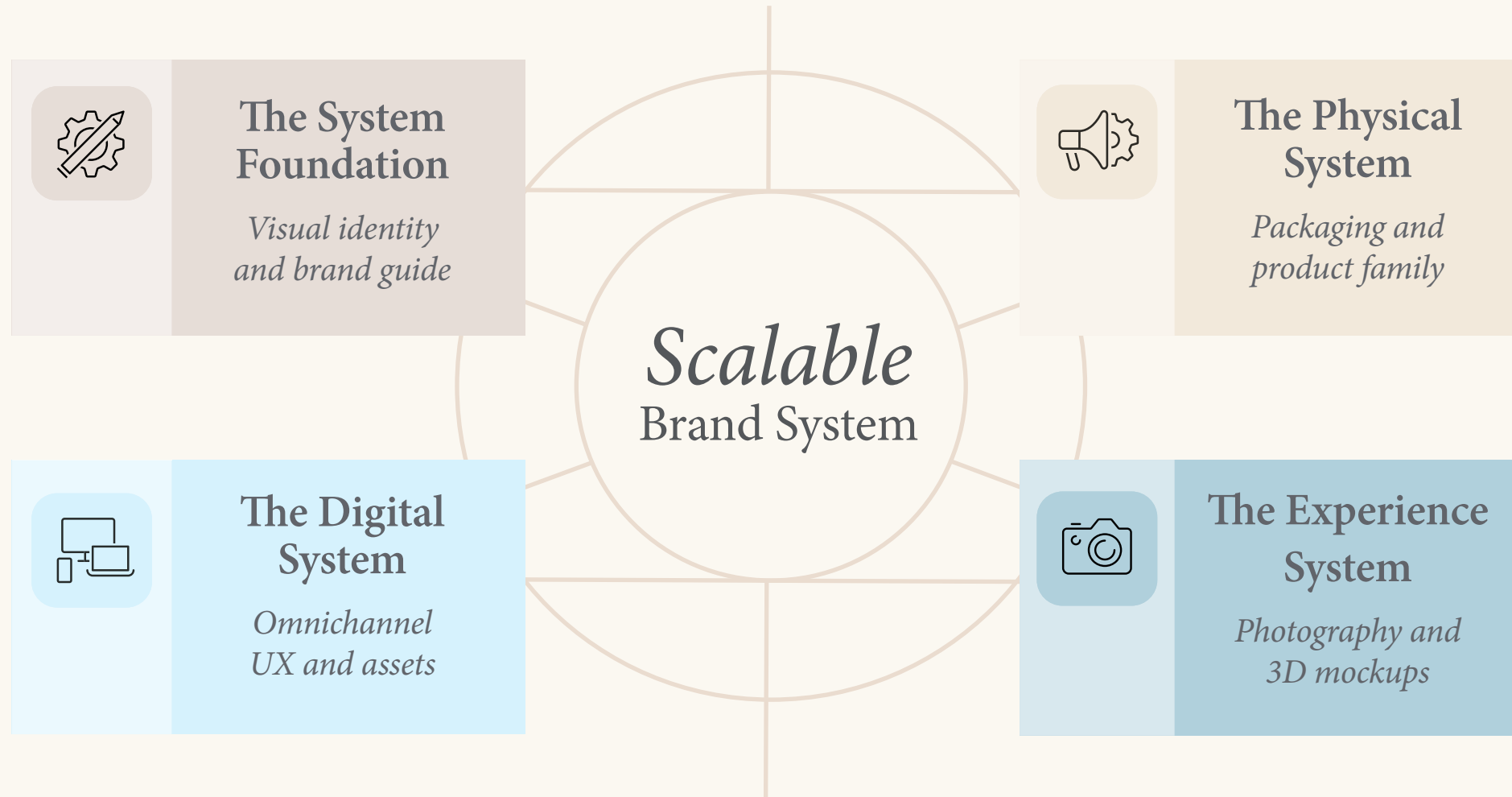
Intentional Hierarchy
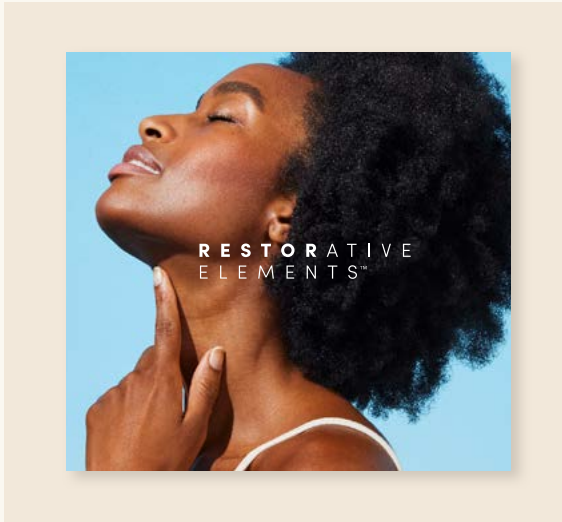Clear, consistent typography and design structure for optimal clarity

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A Scalable Brand System

A cohesive, modular design system that builds for present and scales for the future.

The System Foundation
Visual identity and brand guide

The Physical System
Packaging and product family

Scalable
Brand System

The Digital System
Omnichannel UX and assets

The Experience System
Photography and 3D mockups

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Brand Development & Creative Oversight

As Senior Designer of Brand Marketing, I worked closely with our internal senior copywriter and an external agency partner, *School House, NYC* to shape the brand's visual identity. I provided ongoing art direction and feedback to ensure the final system reflected Restorative Elements' clean, natural, and modern ethos: *balancing sustainability with sophistication.* Our oversight ensured the final brand system was versatile enough for packaging, print, social, and digital applications.

Tools used: *Microsoft Word · Microsoft Teams · Adobe Power Point Photoshop · Illustrator · InDesign*

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Design System & Brand Guide

I helped codify the design system that became the foundation of the brand guide. From grid systems and typographic hierarchy to digital UI components, this framework ensured brand consistency across packaging, web, and marketing. It also served as the visual foundation for future product and campaign extensions.

Visual Identity
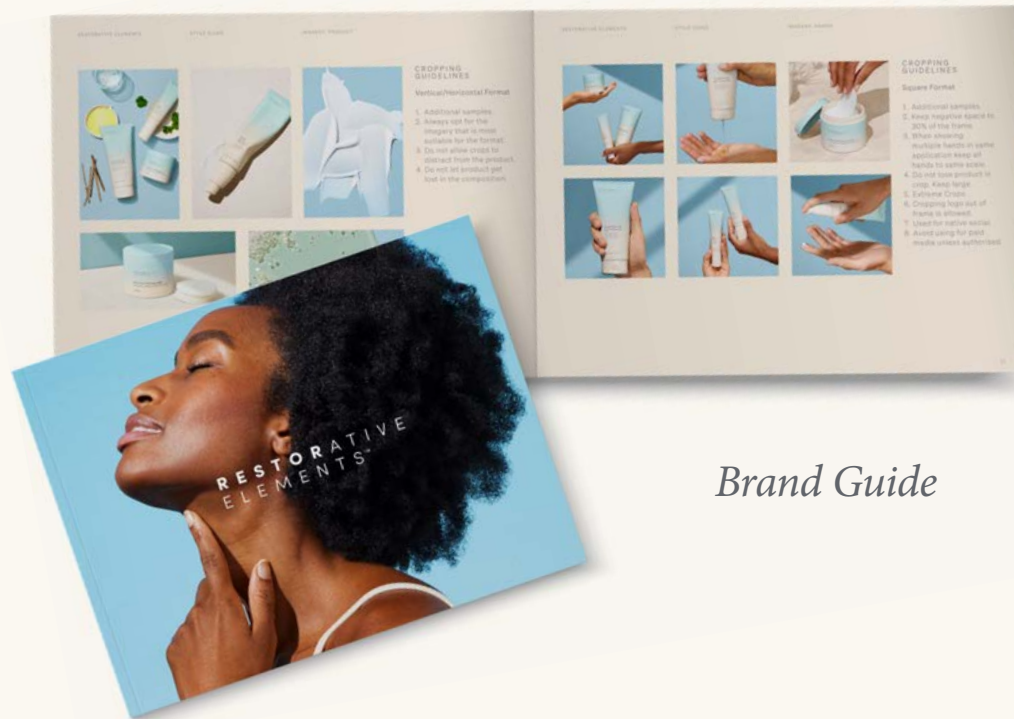
Brand Guide

UI Components
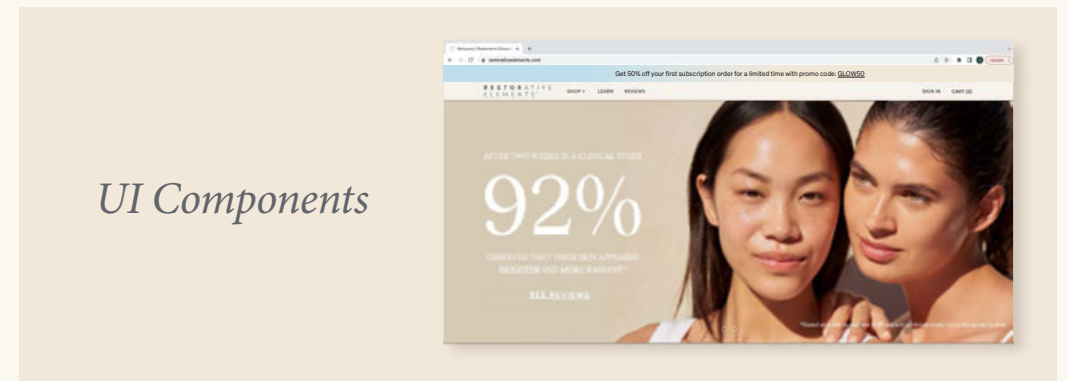
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Packaging Design & Product Mockups

Dieline mechanicals

Premium and standard packaging

Working closely with the Brand and New Product Development teams, I created designs and packaging for the full product line. The aesthetic centered on calming neutrals and subtle pastels, translating natural ingredients into a tactile, minimalist design system. Each SKU followed a unified visual logic while retaining individuality through shape and ingredient textures. My dieline mechanicals ensured seamless scalability across both premium and standard packaging tiers.

Tools used: *Adobe Illustrator · InDesign · Photoshop*

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Product Design & Digital Mockups

3D rendering for concepting

Dynamic

Tools used: *Adobe Illustrator · InDesign · Photoshop · Pacdora*

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Website Design & UX Strategy

Along with the brand lead, I oversaw the creative design and execution of the e-commerce site, ensuring the digital experience reflected the brand's tone of calm clarity. Collaborating with the Associate Art Director—*my direct report*—and the development team, I helped shape a clean, intuitive UX and UI that guided customers through education and purchase. Every element—*from product imagery to typography rhythm*—was designed to embody the brand's sense of restorative simplicity.
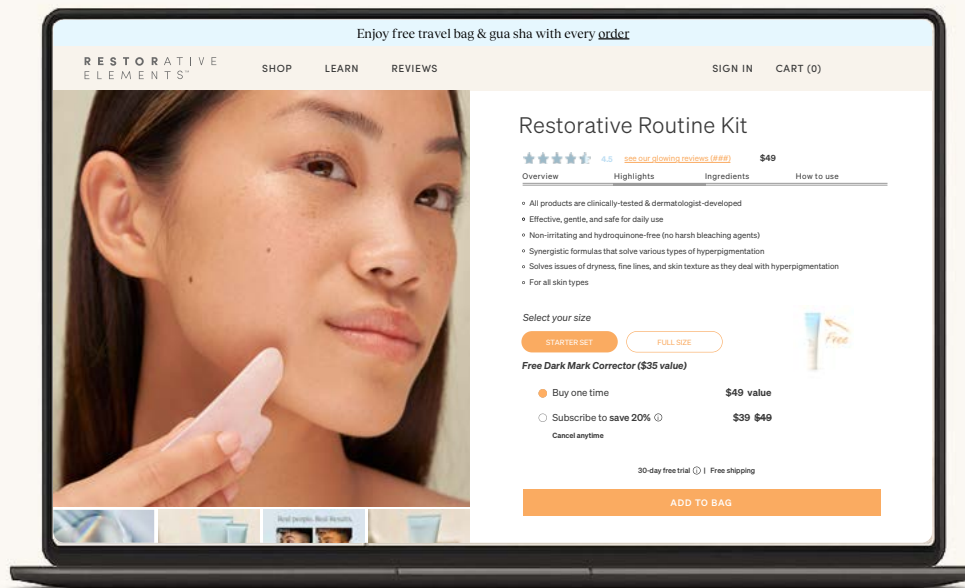

Clean UI patterns & interactions
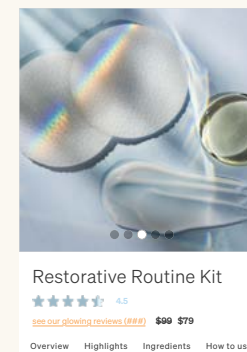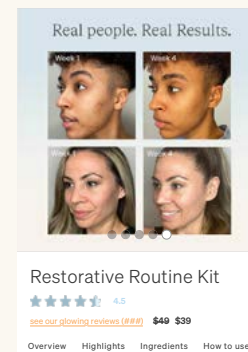
Desktop and mobile layouts
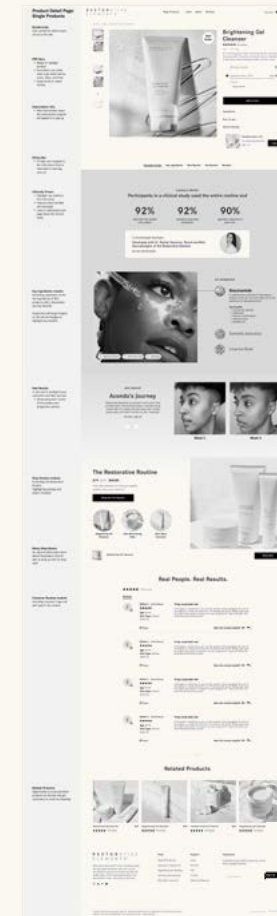
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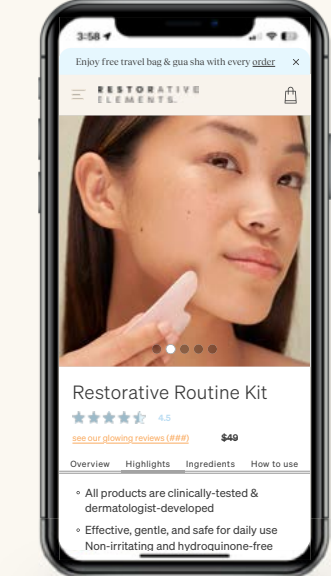
Wireframes & UX Process

I collaborated closely with the development team to refine component behavior, responsive patterns, and image compression settings before final handoff.

Originally developed in Sketch, the wireframes were later created in Figma to demonstrate scalable component structure, responsive design logic, and modern system alignment by the UX team.
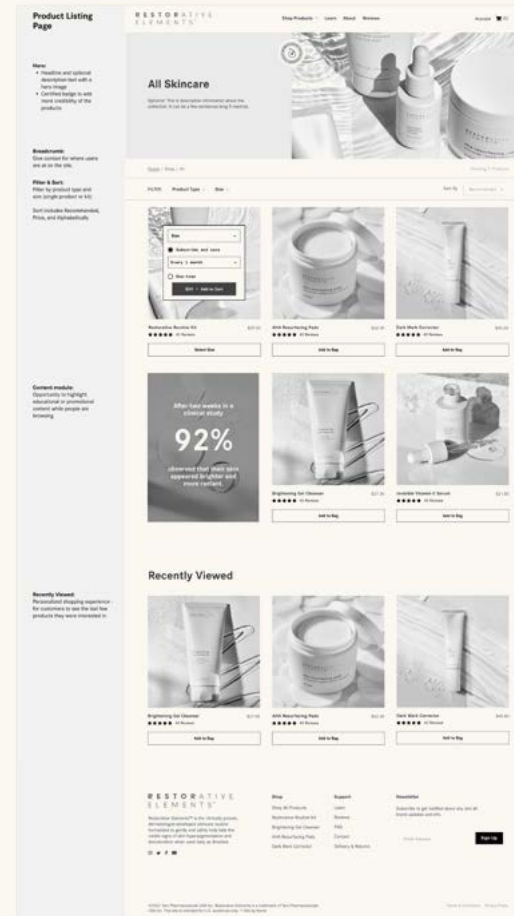
*Product Listing Page*

Product Detail Layout

Mobile Flow

Tools used: *Photoshop · Sketch · Figma*
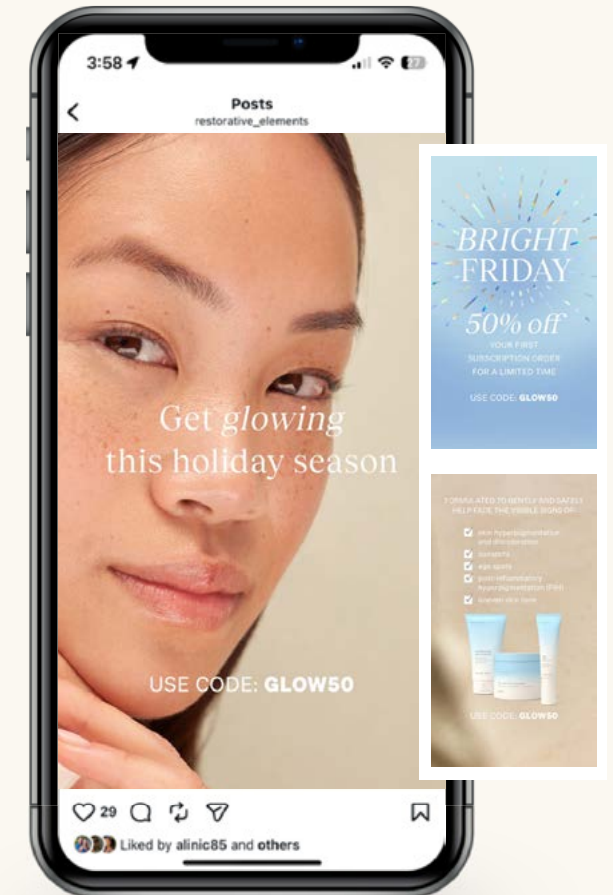
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Integrated Email & Social Campaigns

I designed integrated campaigns spanning email and social to drive awareness, education, and conversion. These included seasonal, promotional, and evergreen awareness emails, each paired with coordinated content for Instagram, Meta, and TikTok.

My role covered layout design, art direction, and ensuring alignment with the overall brand system. Every campaign reinforced Restorative Elements' restorative ethos through consistent tone, imagery, and message hierarchy, creating a unified experience across paid, owned, and organic media.
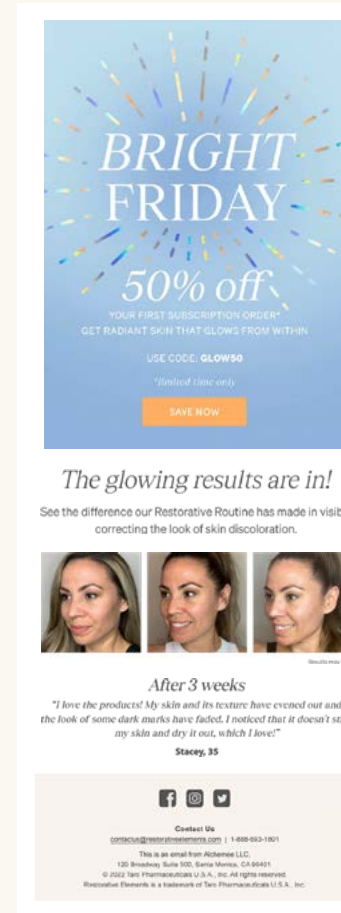
Promotional Emails

Instagram stories

Tools used: *Adobe Photoshop · Illustrator · Canva · Meta · Instagram · TikTok*

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Amazon Storefront & E-Commerce Expansion

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In partnership with fellow Senior Designer *Ali Pomerantz,* I helped design the Amazon.com storefront for Restorative Elements. Together we created A+ content and gallery imagery optimized for search and conversion while maintaining the brand's clean, premium look.

Tools used: *Adobe Photoshop · Illustrator · Amazon Seller Central*
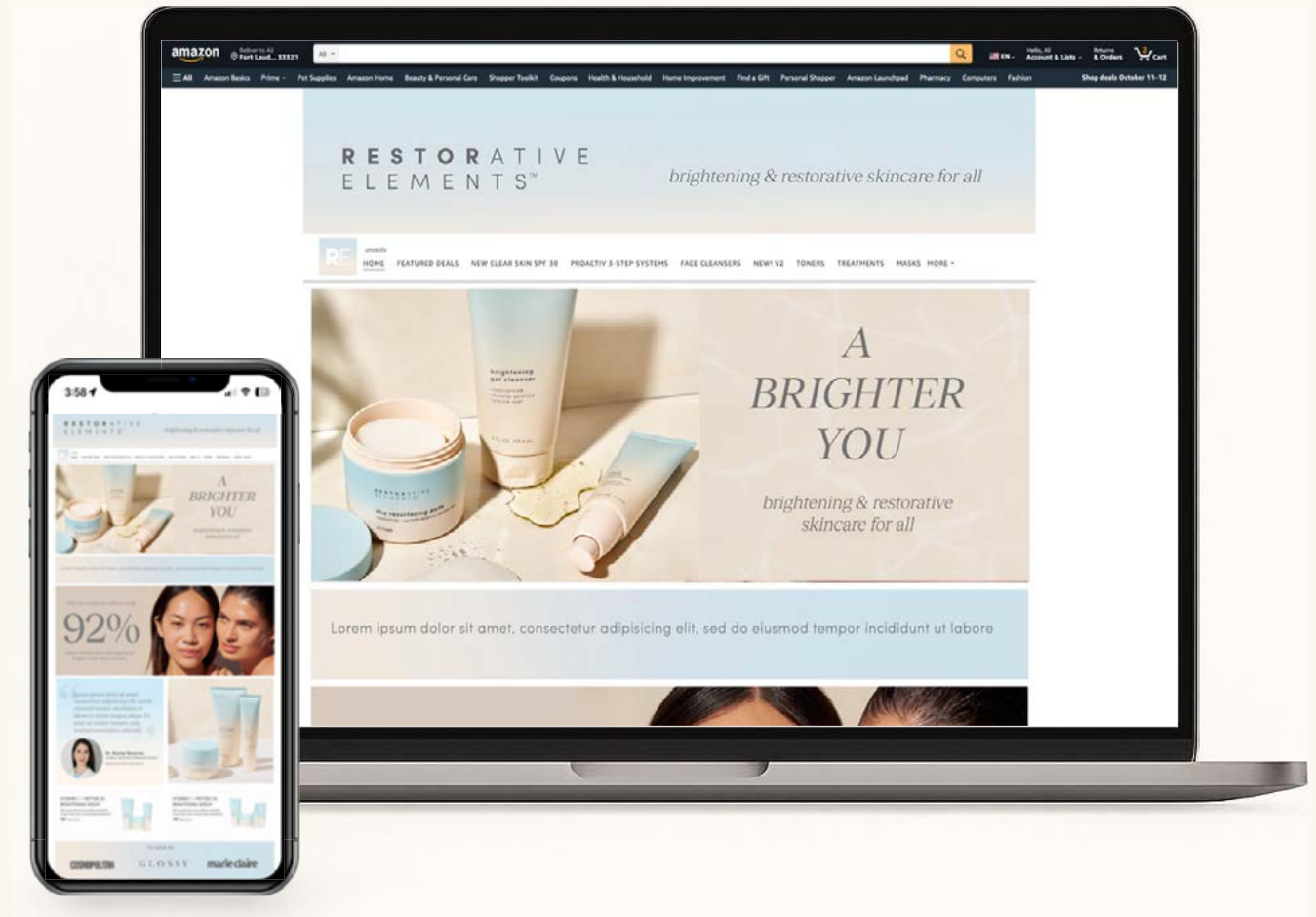
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Photography Direction & Selects

In collaboration with *Rosalie Agency,* I reviewed product, lifestyle, and model photography to ensure alignment with the brand's evolving and fresh visual identity. My role included evaluating lighting, composition, and texture to select imagery that conveyed the brand's calm, restorative tone while incorporating engaging model imagery.

Final Product Selects

Model Photography

Lighting & Texture

Tools used: *Microsoft Word · Adobe Bridge · Acrobat Pro · Adobe Photoshop*

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3D Visualization & AI

Using Pacdora, Substance 3D Stager, and Adobe Firefly, I created 3D visualizations from Illustrator dielines to explore how Restorative Elements could live in a more expressive environment. This work builds on the brand foundation I helped establish, including soft lighting, matte textures, and neutral tones.

Tools used: Adobe Firefly · Pacdora · Substance 3D Stager · Photoshop · Illustrator

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Proof of Scale

We build a balanced skincare brand that bridges nature and science, designed to scale seemlessly.

7+ SKUs Designed

Across skincare routines with cartons

8+ Channels Activated

E-commerce, retail, social, email, and more

Cross-Functional Collaboration

Marketing, product dev, regulatory, legal, and e-commerce teams

Enduring 3-Year Rollout

A scalable system built for growth with a cohesive, reusable brand system

Restorative Elements' streamlined visual identity and scalable brand system bridged nature, science, and self-care, positioning the brand for lasting growth in the skincare space.
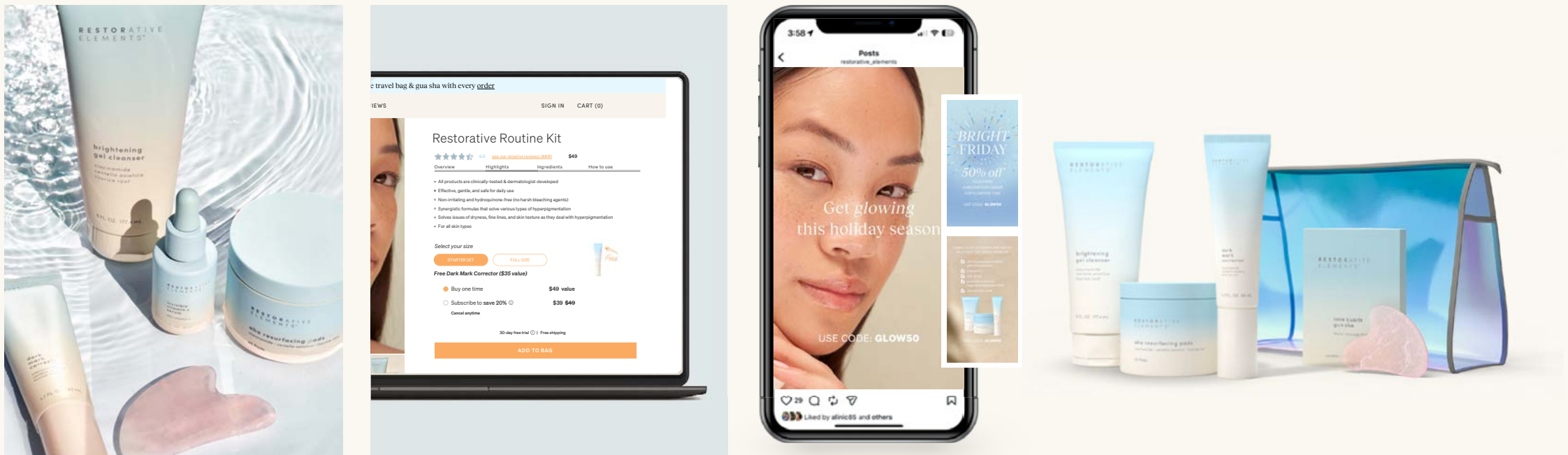
Proof of
Scale

brightening gel cleanser
niacinamide
centella asiatica
licorice root
6 FL. OZ. 177.4 mL

dark mark corrector
niacinamide
centella asiatica
licorice root
1.7 FL. OZ. 50 mL

invisible vitamin c serum
niacinamide
centella asiatica
licorice root
1 FL. OZ. 30 mL

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Omnichannel Synthesis

The result is a cohesive ecosystem — *from strategy and packaging to digital and retail* — built on a unified design system. Each phase reinforced the brand's mission of restoring balance, ensuring every customer touchpoint communicated clarity, calm, and purpose. This project exemplifies my holistic approach to brand building: connecting story, system, and experience into one seamless expression.

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