



# OPHELIA WENSTROM

## PROFESSIONAL SUMMARY

Innovative Designer with 10+ years of experience designing, developing and implementing scalable marketing collateral. Skilled in innovation with outside-the-box ideas to push the design envelope. Agility in navigating complex, multi-faceted projects with clarity and tenacity. Collaborative and compassionate, with extensive experience working with teams of all sizes. Passion for building a more beautiful world with projects that balance function and design.

## WORK EXPERIENCE

### Store Manager

Oasis South Dispensary – Fredericktown, MO Dec 2024 - Present

- Customer Service: full-time retail customer service, cannabis and cannabis-related products, stocking and inventory, planning and helping with events
- Design: custom design and development of their website, www.oasissouthmo.com, monthly maintenance and updating of website, email campaigns, social media
- Print Design: custom business cards, flyers, posters, store signage
- Took a small break from the corporate world to help avoid burn-out

### Senior Designer

Gravity Global – Denver, CO Oct 2022 – Dec 2024

- Largest Marketing Agency Globally specializing in B2B and B2C with a variety of clients and industries across the globe
- Branding & Logo Design: from simple logo re-draws to creating full Brand and ReBranding Kits
- Website Design & Packaging for hand-off to internal team in Vietnam via Figma
- Print Design: letterheads & business cards, flyers, pamphlets, brochures (trifold, bifold, etc), posters, product catalogs, service catalogs, alumni and non-profit collateral, pre-press packaging for vendor printers, packaging design
- Digital Design: websites, landing pages, A&B testing pages, sign-up forms, email campaigns, social media campaigns, photo and video editing, vector conversions, digital catalogs and booklets
- Worked as part of a large design team with a Creative Director and approximately 20 other copywriters/social media managers/project managers; utilized task management software (Asana), email (Outlook), Microsoft Suite, and Microsoft Teams

### Co-Owner/Designer

Timber Dark Design – Memphis, TN July 2020 – Oct 2022

- Two badass women web designers who took the local Memphis design market by storm
- Branding & Logo Design for a number of small local businesses and start-ups, and non-profits
- Website Design & Development: fully custom designs, static and dynamic sites, mostly Elementor Pro with custom HTML & CSS, with a custom-built client-facing dashboard via completion hand-off
- Print Design: letterheads & business cards, flyers, pamphlets, brochures (trifold, bifold, etc), posters, product catalogs, service catalogs, pre-press packaging for vendor printers
- Digital Design: websites, landing pages, A&B testing pages, sign-up forms, email campaigns, social media campaigns, product photography, photo and video editing, vector conversions, digital catalogs and booklets
- Owned and Operated Timber with a business partner and fellow designer - together we became one of the top web design teams in the Greater Memphis Area, even securing the #1 spot in local Google SERPS; utilized task management software (Monday), email (Gmail), Microsoft Suite, and Microsoft Teams

### Graphic Designer

S2N – Memphis, TN Nov 2019 – June 2020

- Small, locally-owned, design agency specializing in local clients, home services, technology services, cloud sharing, real estate development, local restaurants and bakeries, breweries, and city events
- Branding & Logo Design for local and international clients
- Website Design & Packaging for hand-off to contract developers
- Print Design: wayfinding, step and repeats, booth collateral, letterheads & business cards, flyers, pamphlets, brochures (trifold, bifold, etc), posters, part catalogs
- Digital Design: social media artwork, email campaigns, native ads, tv monitor slides, website popups, landing pages, A & B testing, mood boards, light content writing
- Worked as part of a small design team with an Art Director, Project Manager, and two designers including myself; utilized task management software, email, Microsoft Suite, and Microsoft Teams

### Senior Graphic Designer

Crisp Marketing – Memphis, TN April 2016 – Nov 2019

- Mid-Sized, locally-owned, marketing firm specializing in healthcare, prescriptions, medicare, medicaid, sign-up services and discounts, and home services
- Branding & Logo Design for sister companies
- Website Design & Packaging for hand-off to internal team
- Print Design: letterheads & business cards, flyers, pamphlets, brochures (trifold, bifold, etc), posters
- Digital Design: social media artwork, email campaigns, native ads, tv monitor slides, website popups, landing pages, A & B testing, google ad packages, step sign-up forms
- Worked as part of a small design team with a Lead Designer, 3 designers including myself, a social media manager, and two copywriters; utilized task management software (Asana), email (Outlook), Microsoft Suite, and Microsoft Teams

## GRAPHIC DESIGNER



OpheliaWenstrom@gmail.com



573-444-1582



OpheliaWenstrom.com

## CORE SKILLS



Digital & Print Design



Adobe Creative Suite



Branding & Logos



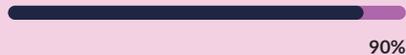
Digitizing & Vector Conversions



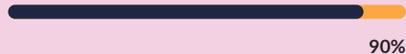
Website Design & Development

## TECHNICAL SKILLS

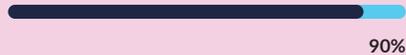
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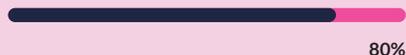
Illustrator



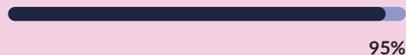
InDesign



Figma



Print/Press Output



Scan the QR code for my Portfolio

Password: whiteRabbit1326

## EDUCATION

### Cross Media Production/Graphic Design

Rock Valley College | 2012-2014

Focus: Graphic design, photography, photo editing, motion and video, print output and process, web design and development, marketing, social media management