



Ophelia Wenstrom

Intentional, Human-Centered Design for Modern Businesses

Ready to Join Your Team!



(tell us about yourself)

Who I Am as a Designer?

I'm a systems-minded designer who values intentionality over trend and approaches each project as both creative lead and strategic partner. I bring structure to complexity, align design decisions with business goals, and build cohesive systems that scale. My work is rooted in clarity, consistency, and creating experiences that feel human, trustworthy, and built to last.



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(what's your process?)

How Do I Approach Design?

My process begins with listening: understanding goals, pain points, and opportunities. I translate insights into clear frameworks, establish visual hierarchy and systems, and refine through collaboration and iteration. I prioritize clarity over excess, function alongside form, and always design with scalability and longevity in mind.

(Oasis South Dispensary | Rebrand)

Strategic Impact

Problem

Oasis South Dispensary needed a scalable, cohesive brand system to support multi-location growth while maintaining trust and approachability in a highly regulated industry.

Strategy

I led a full-scale rebrand, redefining the visual identity, refining and vectorizing the logo, and building a unified design system that translated seamlessly across web, print, and in-store environments. Every decision, from typography to site hierarchy, was grounded in clarity, accessibility, and long-term scalability.

Outcome

The result was a cohesive brand ecosystem that elevated credibility, strengthened customer trust, and positioned the business for sustainable expansion. The system now supports consistent experiences across all touchpoints while remaining flexible enough to grow with the company.

Scope: Full Rebrand, Logo System, Website Design, Loyalty Materials, Signage

Role: Lead Designer | Brand Strategy, UX/UI, System Development



(Oasis South Dispensary | Rebrand)



Explore the Oasis South Dispensary website to see the design in action.

(WTO Annual Report | Print & Web Design)

Concept & Craft

Problem

Wheeler Trigg O'Donnell wanted to elevate its 25th-anniversary annual review into a cohesive, branded experience that worked as both a tactile printed piece and a digital companion to celebrate the firm's legacy and impact in 2023.

Strategy

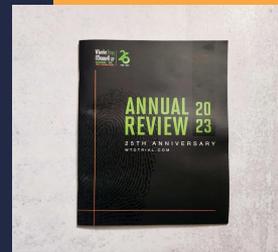
I developed the concept "Making Our Mark," tying visual thumbprint motifs throughout the print and website to symbolize personal and institutional impact. The project unified narrative and material strategy, from gold leaf, UV spot gloss, and textured finishes in print, to a responsive web layout that reinforces hierarchy, storytelling, and accessibility.

Outcome

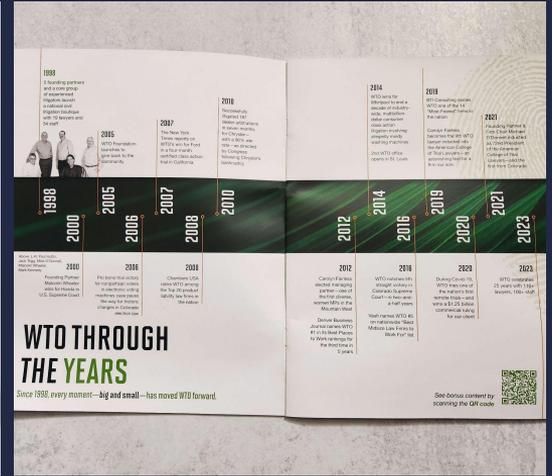
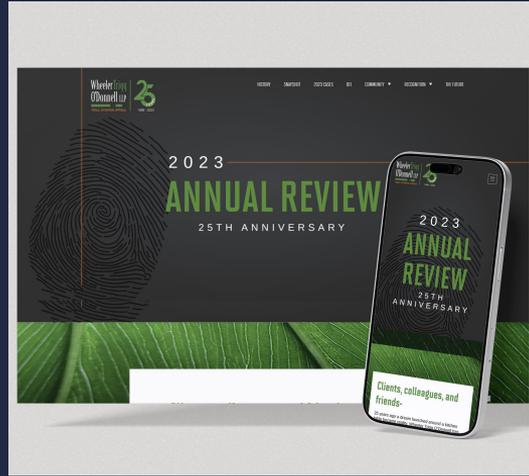
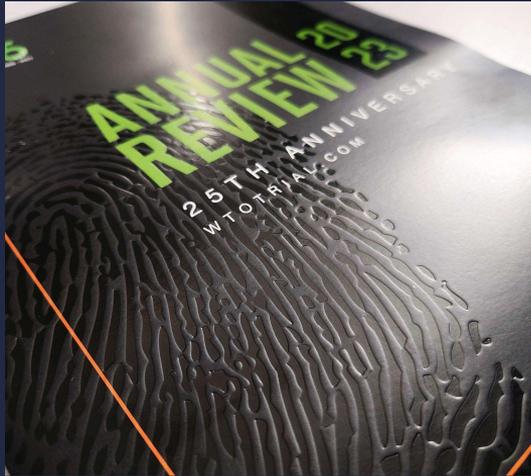
The integrated design transformed a standard annual review into a commemorative brand experience across mediums. The printed piece became a keepsake artifact, while the custom site (wtotrial.com) reinforced the firm's story and extended engagement online, creating a cohesive narrative ecosystem with broad reach.

Scope: Print Design, Website Design, Concept & Narrative Development

Role: Lead Designer | Brand & Narrative Integration



(WTO Annual Report | Print & Web Design)



Experience the digital version of WTO's Annual Review.

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(The Print Lebowski | eCommerce Full Brand)

Brand System: Full Brand

Problem

Print Lebowski needed a bold, personality-driven brand identity that could stand out in a crowded marketplace while feeling consistent and flexible across both digital and physical touchpoints.

Strategy

I developed a complete brand system starting with a versatile logo inspired by the recognizable area rug from The Big Lebowski, designed to scale across web, merchandise, and print. From there I defined the brand's color palette, typography, and visual guidelines to ensure cohesion. I also designed a clean, intuitive website that reflects the brand's tone while prioritizing usability, and extended the identity into merchandise and business card design. Finally, I helped establish a consistent Etsy storefront to create a polished, engaging presence on the marketplace.

Outcome

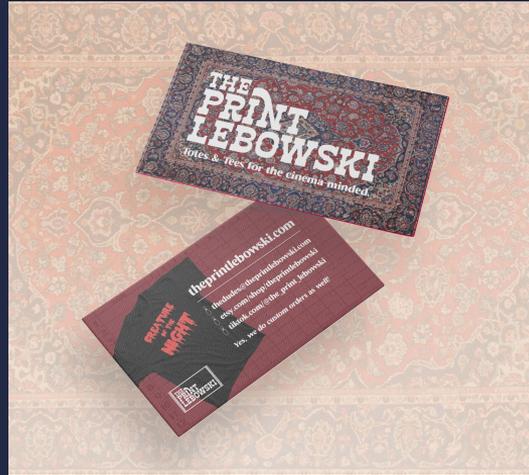
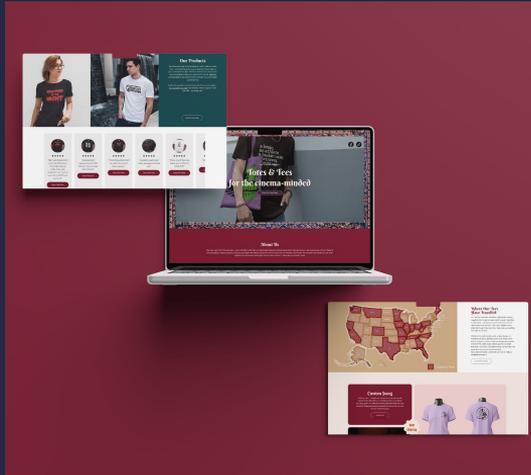
The result is a unified visual system that brings personality and memorability to every touchpoint, from digital platforms to physical products. Print Lebowski now has a cohesive identity that reinforces brand recognition, feels intentional at every scale, and supports future growth across platforms.

Scope: Brand Identity, Website Design, Merchandise, E-Commerce Setup

Role: Lead Designer | Identity, UX/UI, System Development



(The Print Lebowski | eCommerce Full Brand)



Experience the Brand in Action

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(describe a design challenge you've encountered)

Problem Solving Under Pressure

During a time-sensitive brand rollout, key deliverables needed to be finalized while navigating shifting stakeholder feedback and tight production deadlines. To keep the project on track, I prioritized alignment quickly: clarifying non-negotiables, consolidating feedback into actionable themes, and creating a structured revision path. By staying solution-oriented and maintaining clear communication across teams, I was able to deliver cohesive final assets on schedule without compromising quality or brand integrity.

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During the 25th Anniversary Annual Review for Wheeler Trigg O'Donnell, I designed both a high-end print piece and a companion website within a compressed timeline. With print deadlines fixed and web development running concurrently, I created a clear production roadmap, aligned visual systems early, and streamlined stakeholder feedback into focused decisions. The result was a cohesive print and digital experience delivered on schedule without compromising quality.

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(how do you work with teams?)

Working Style & Collaboration

I work with clarity, ownership, and thoughtful execution, balancing big-picture strategy with strong attention to detail. I take initiative, manage timelines proactively, and adapt when priorities shift. Collaboration is central to my process, taking care to communicate clearly, welcome feedback, and partner closely with stakeholders and cross-functional teams to ensure ideas translate seamlessly into high-quality, aligned outcomes.



(what do you bring to the table?)

Where my Superpowers Really Shine

I bring systems-level thinking, strategic alignment, and steady leadership to complex design challenges. I translate business objectives into cohesive visual ecosystems, build scalable foundations across platforms, and guide projects with clarity and composure, even under pressure. My work balances craft with purpose, ensuring every design decision supports both user experience and long-term growth.

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Thank You.

Thank you for taking the time to review my work. I appreciate the opportunity to share my experience and would welcome the chance to contribute thoughtfully to your team.

For a more in-depth look at my portfolio and design process, please visit:
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