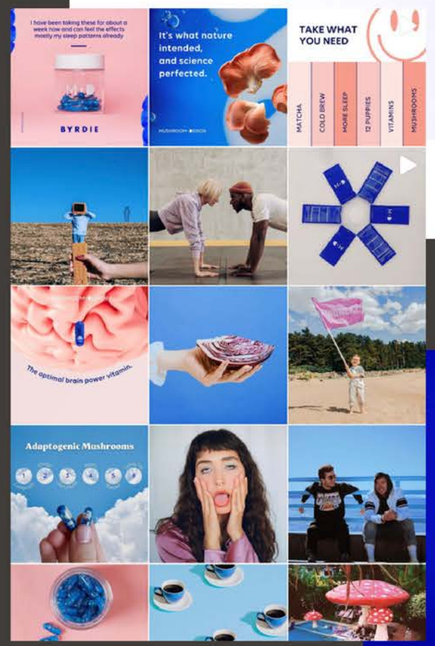
CREATIVE

PORTFOLIO

Healer Collective

BRAND



MUSHROOM DESIGN

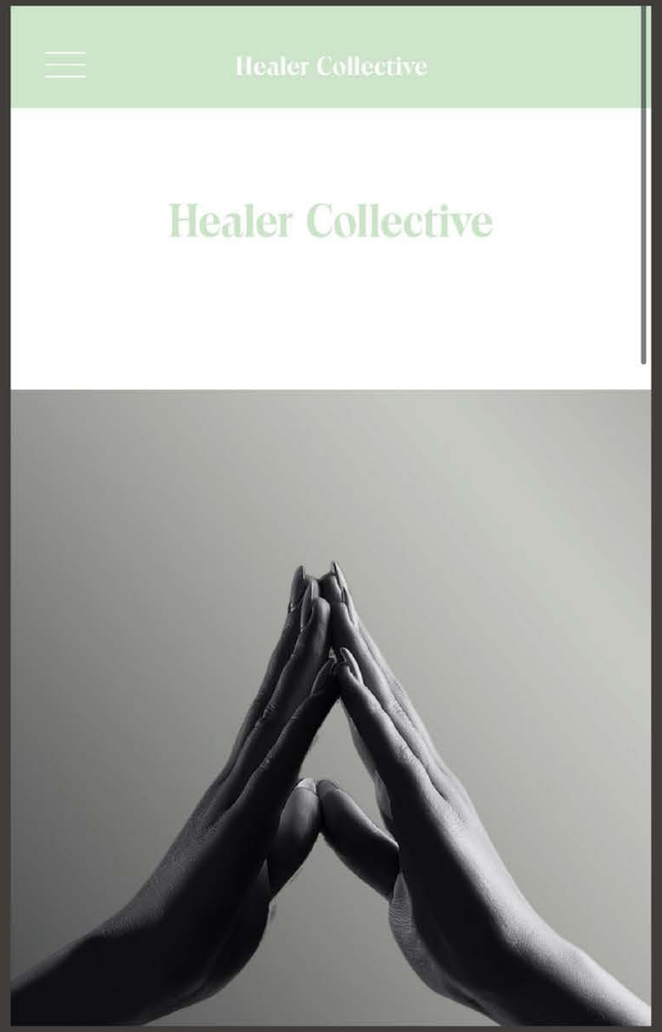
STRATEGY

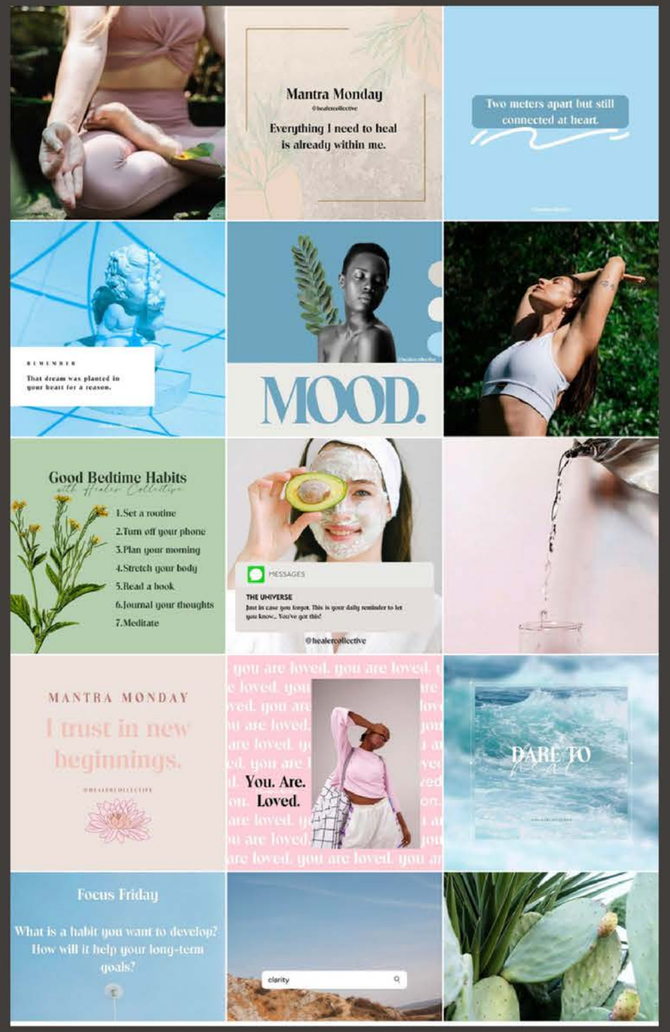
- competitive analysis of current market landscape
- consumer profile for effective marketing, branding, & social community engagement
- store set up and sales/marketing strategy
- engagement management
- influencer & UGC management and strategy

IDENTITY

- logo & website design
- color palette & brand identity
- social media mapping & standard asset creation

BRAND

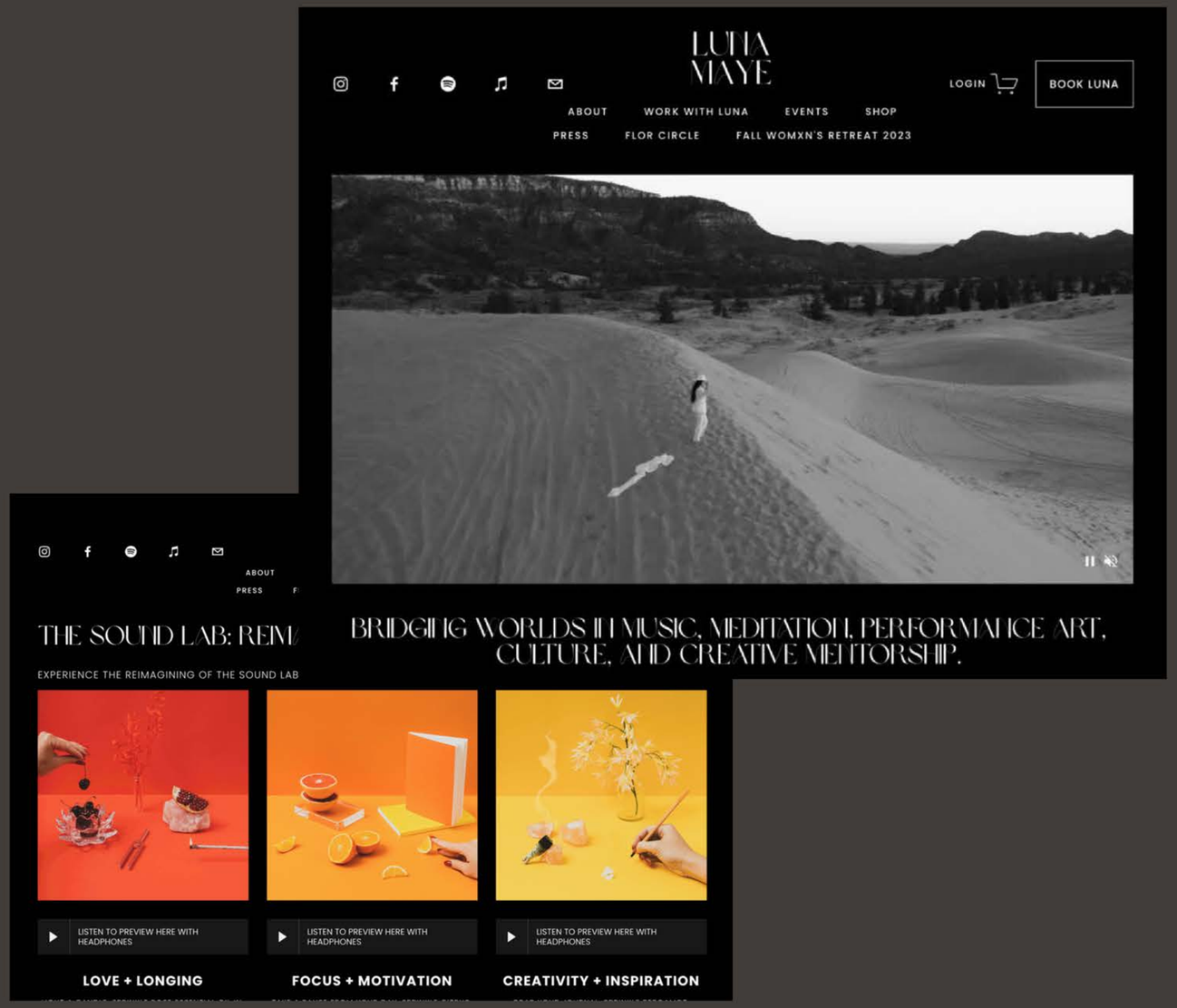




Healer Collective

- color palette
- website design
- logo design
- brand identity
- corporate deck creation
- marketing strategy
- social media content

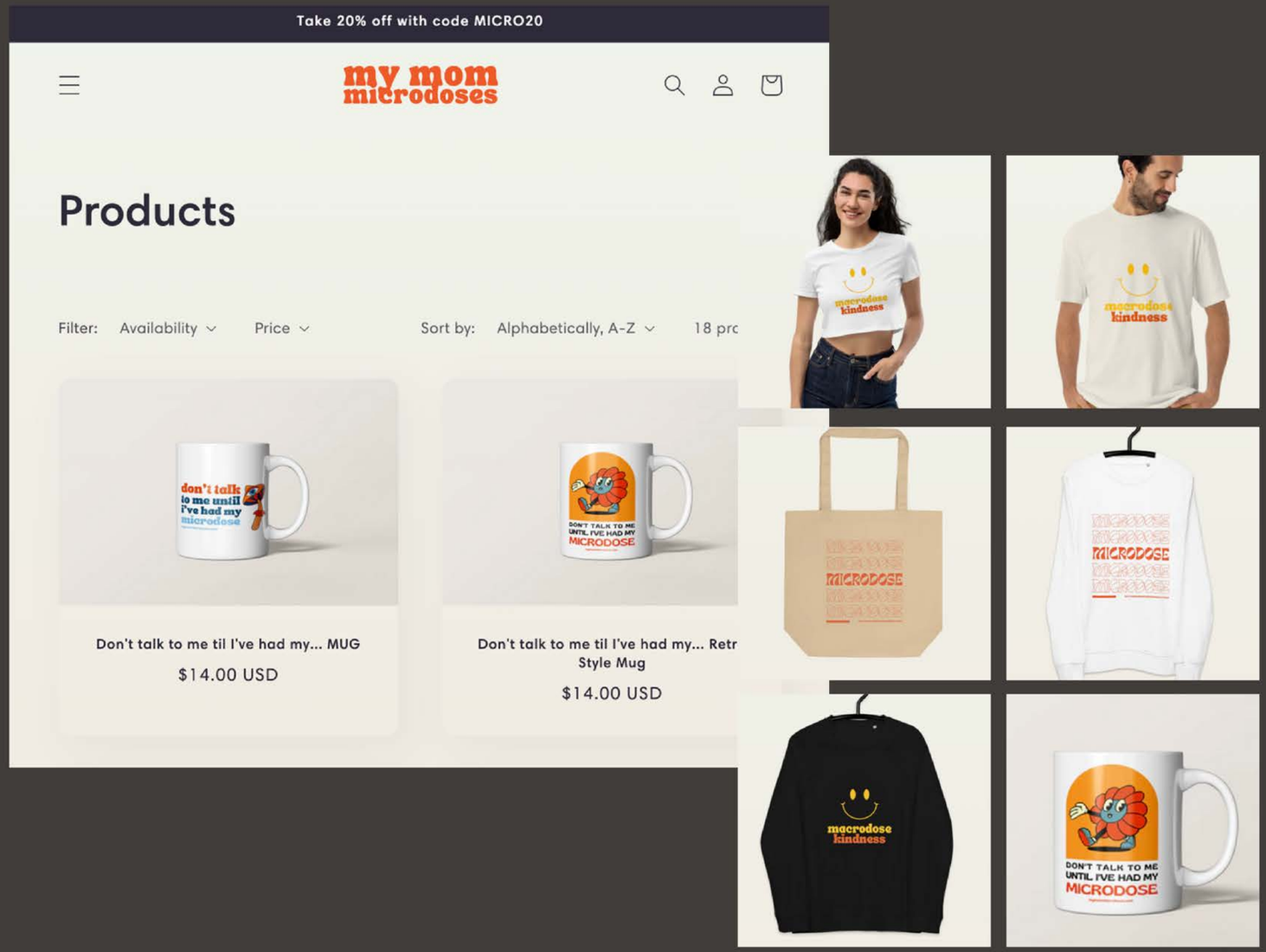
REBRAND, WEBSITE, STRATEGY



LUNA MAYE

- competitive analysis of current market landscape for artists and membership programs
- strategized build of Women's Circle Membership
- rebrand to embody the next phase of Luna's artistic career
- color palette
- brand identity
- website redesign, including shop, UX/UI mobile responsiveness

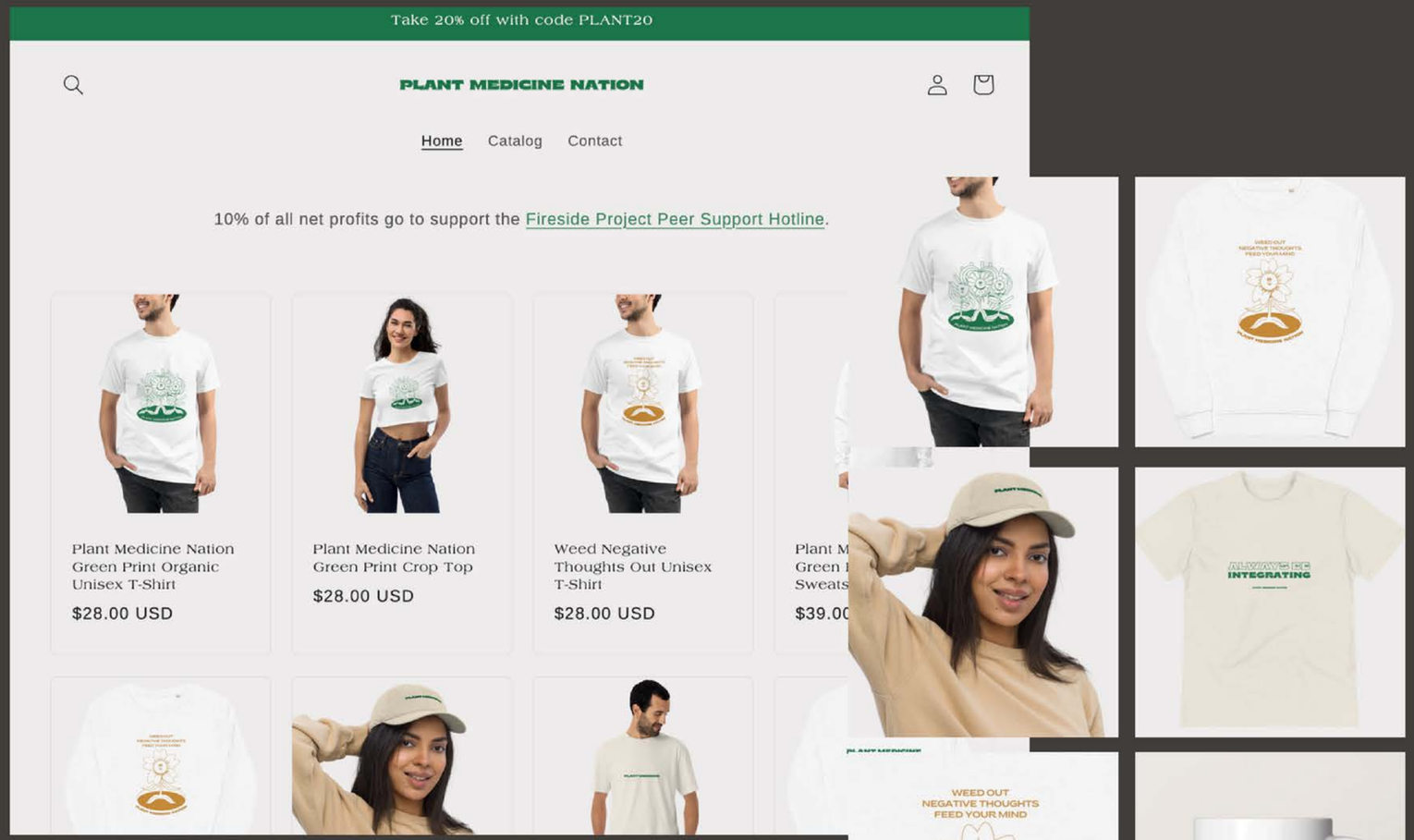
BRAND, PRODUCT DESIGN, WEBSITE

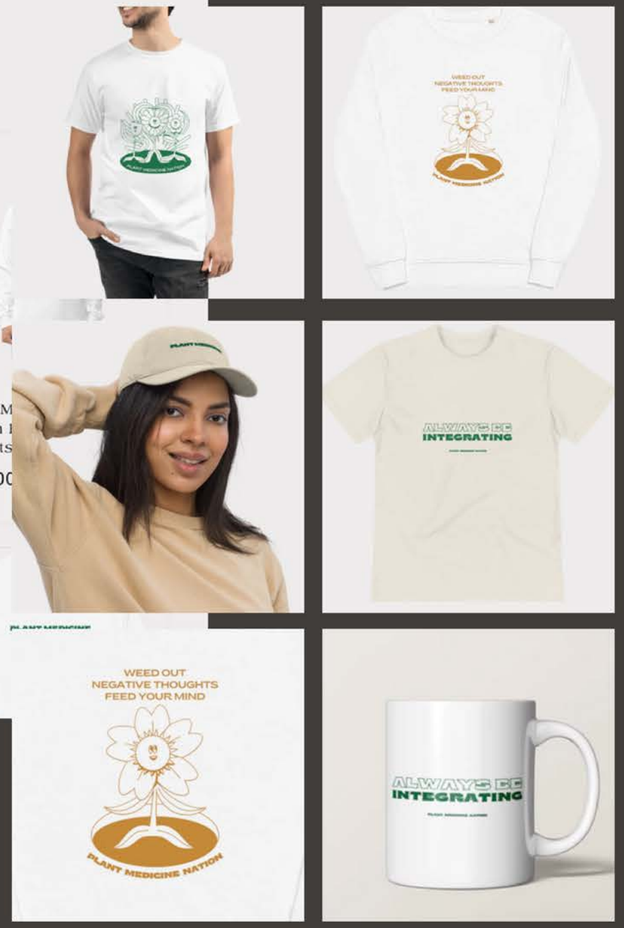


my mom microdoses

- logo design
- website design & setup (Shopify)
- brand identity
- graphic design for all products

BRAND, PRODUCT DESIGN, WEBSITE

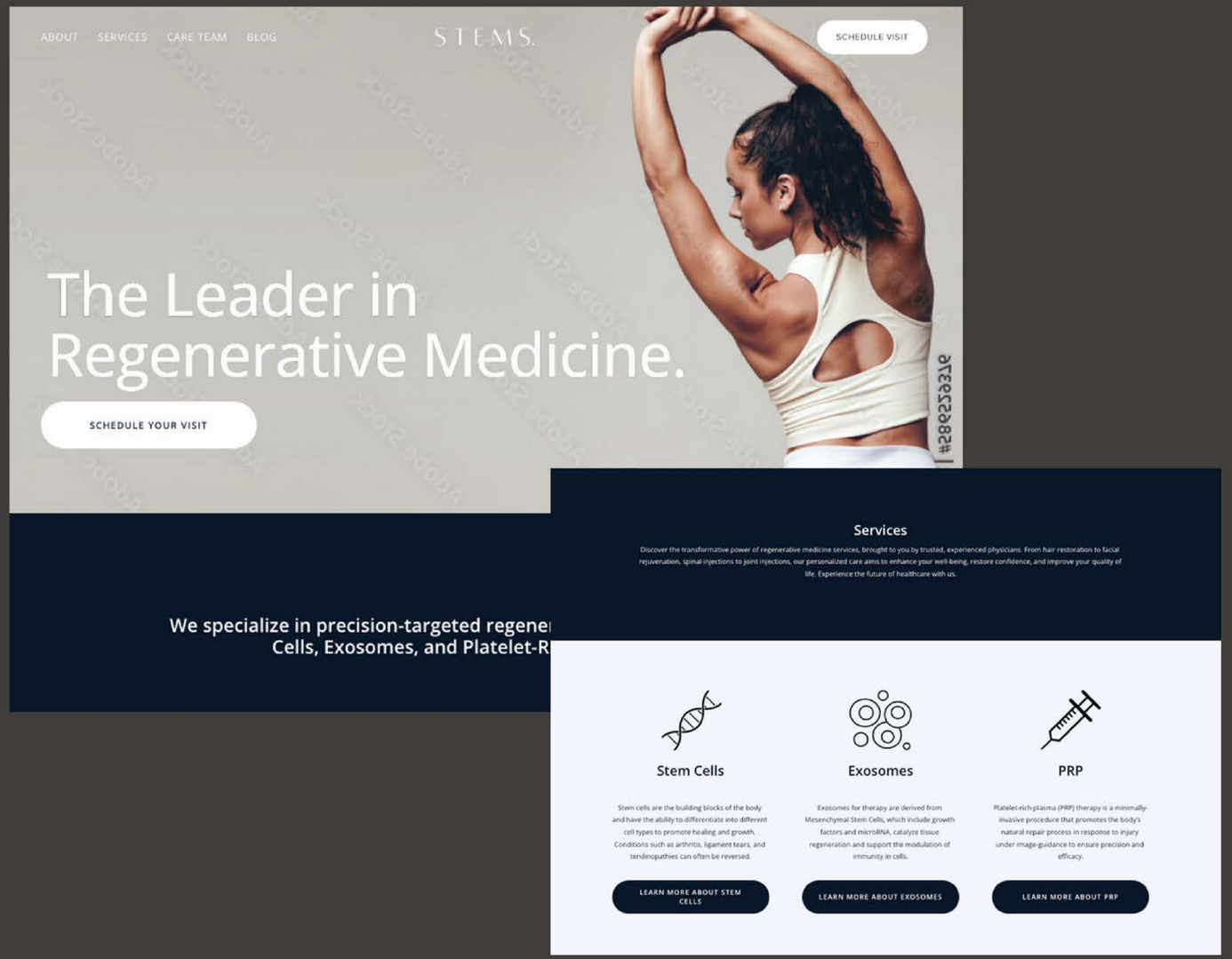




PLANT MEDICINE NATION

- logo design
- website design & setup (Shopify)
- brand identity
- graphic design for all products

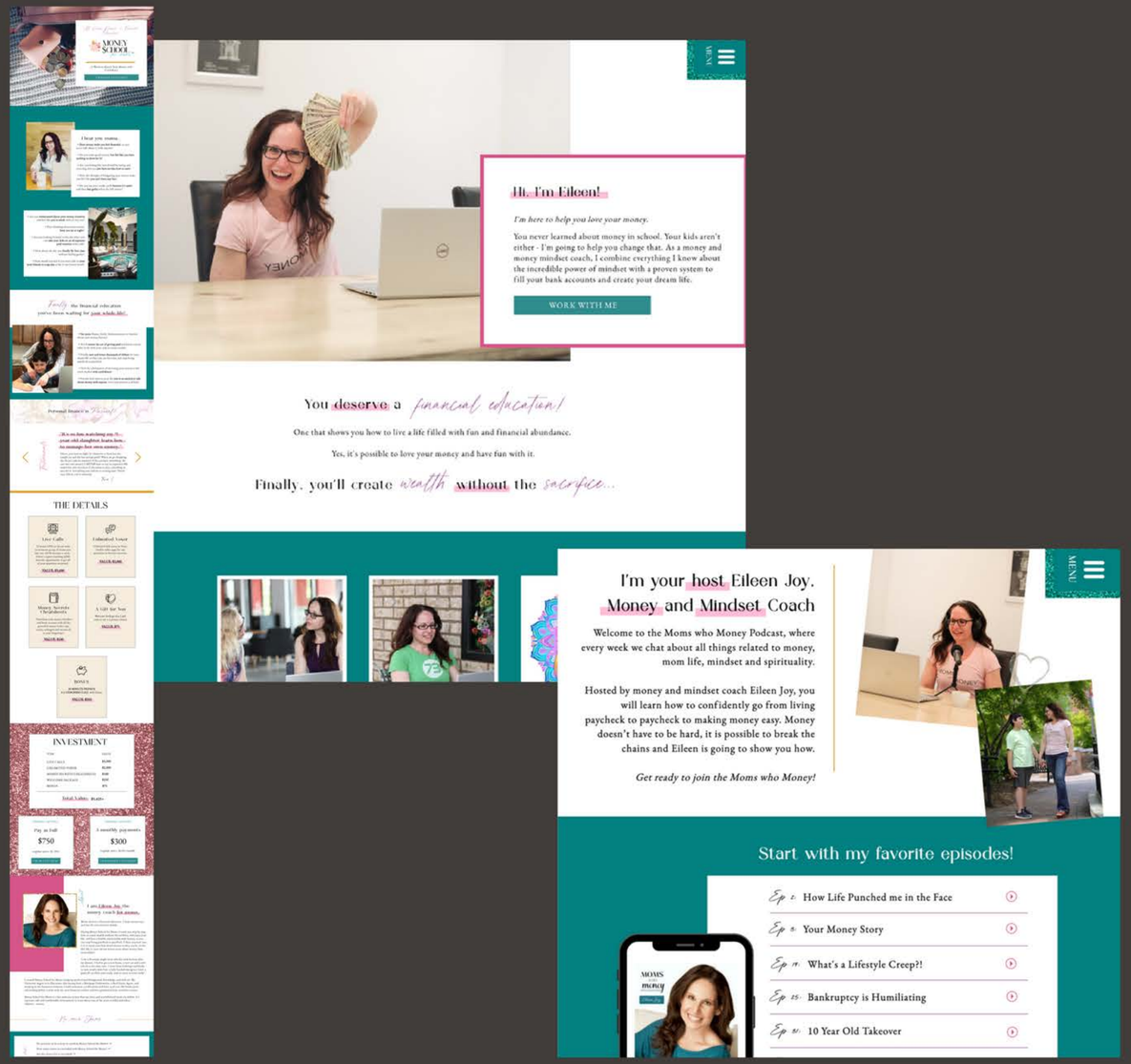
WEBSITE, MATERIALS, BRAND CLEAN-UP



STEMS.

- website design & setup
- brand identity
- website copy, optimized for SEO
- EHR
- CRM setup
- email sequence set up

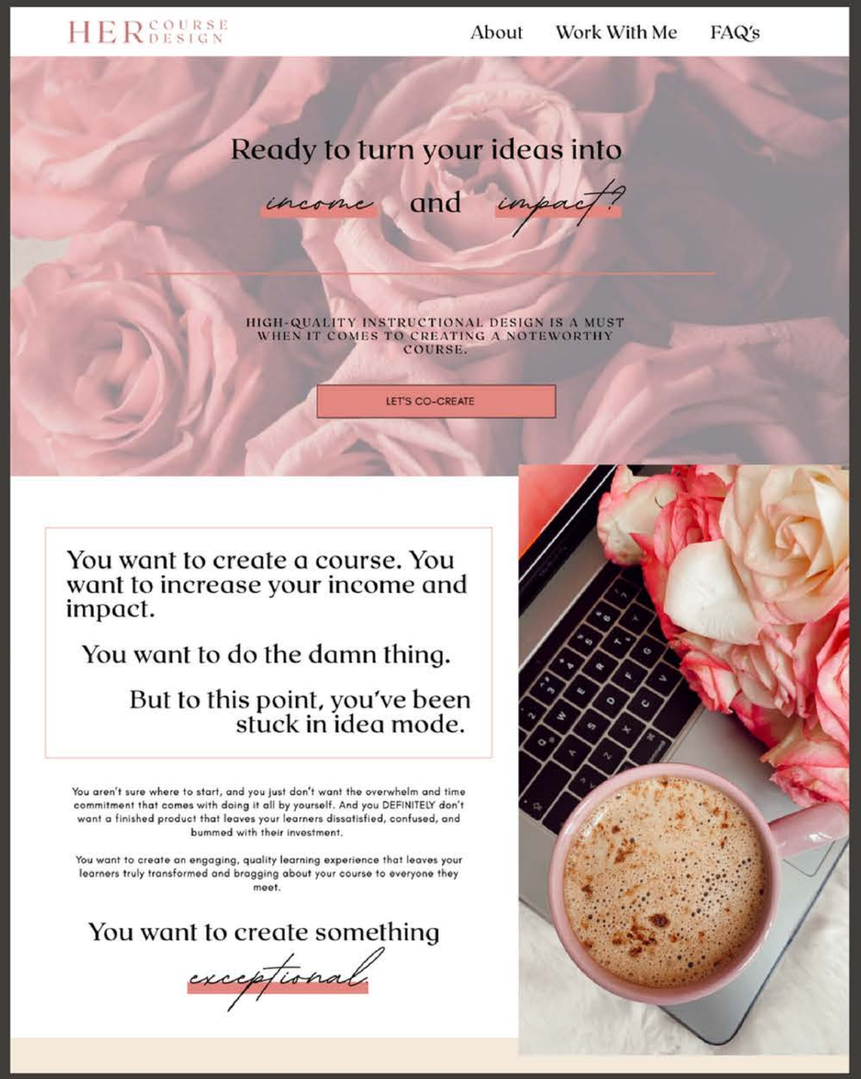
REBRAND, WEBSITE, STRATEGY, SALES PAGES



MOM$ who MONEY
WITH EILEEN JOY

- competitive market analysis
- rebrand
- ground-up site redesign & migration from wix to showit, + UX/UI mobile responsiveness & accessibility
- podcast page redeisgn
- sales page redesign
- freebie library rebrand
- website clean up, incld. CTA, SEO, formatting
- email marketing strategy
- podcast growth strategy

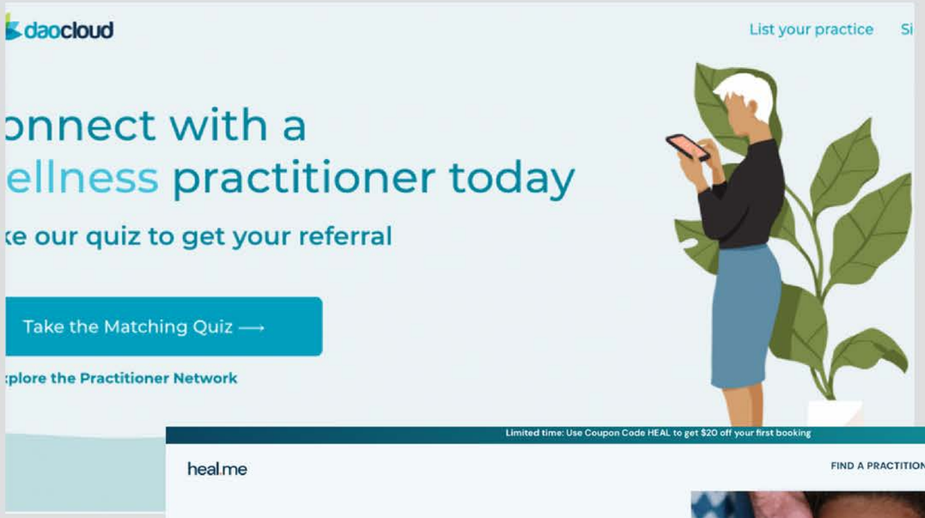
WEBSITE DESIGN & BRANDING

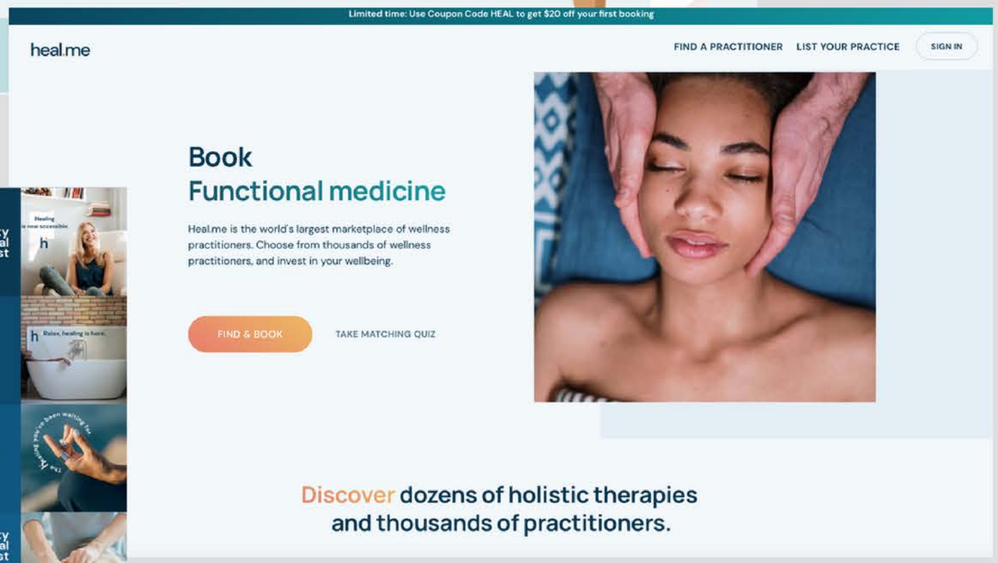


HER COURSE DESIGN

- custom one page website design landing page
- UX/UI mobile responsiveness & accessibility
- logo clean up
- curation of color palette and glyphs

REBRAND & BRAND RE-INTRODUCTION



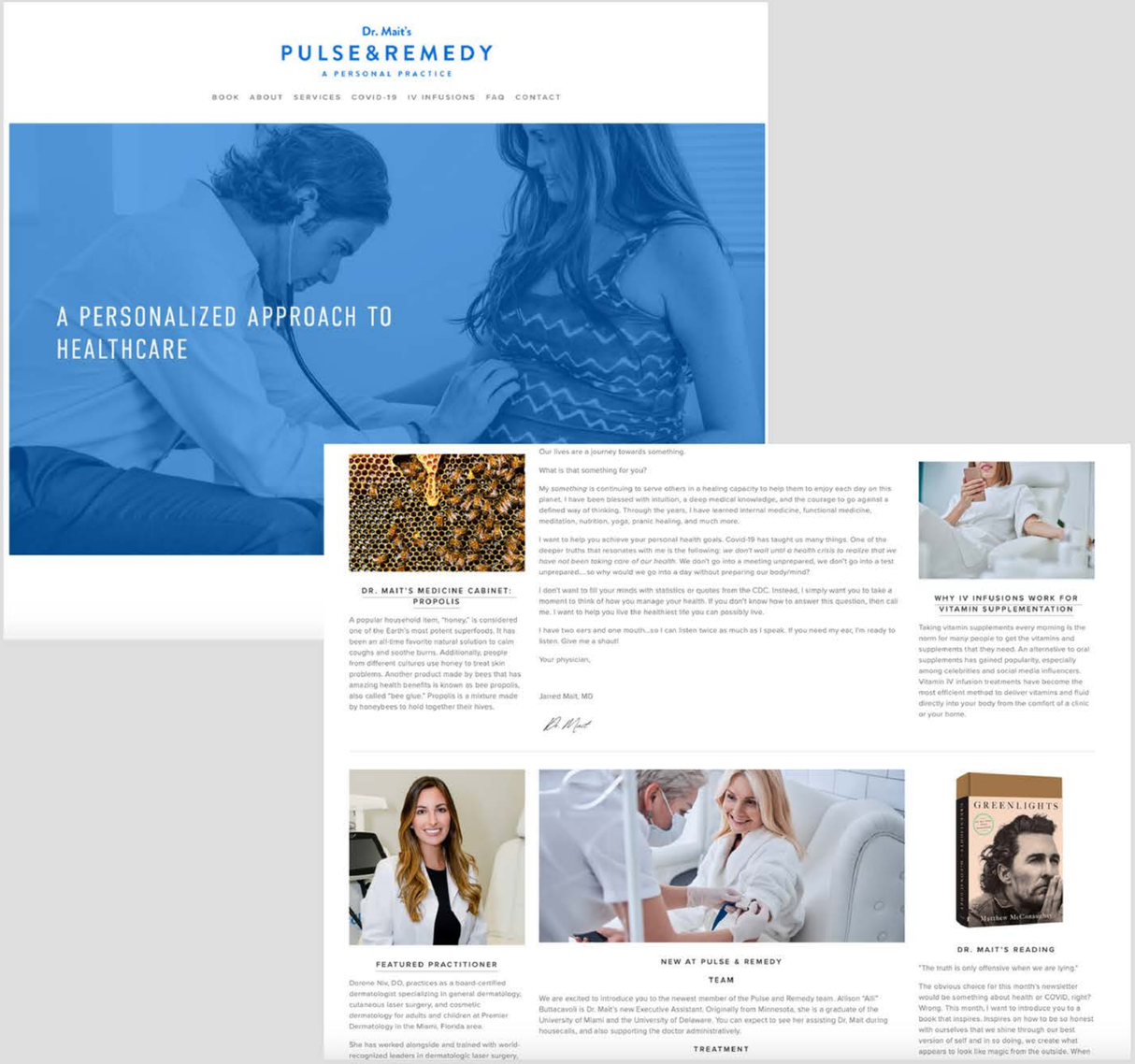


daocloud heal.me

DaoCloud to heal.me

- brand reintroduction (email sequences and announcements)
- competitive analysis of current market landscape
- consumer profile for effective marketing, branding, & social community engagement
- logo & website design
- color palette & brand identity
- social media mapping & standard asset creation

STRATEGY/BUTTON-UP

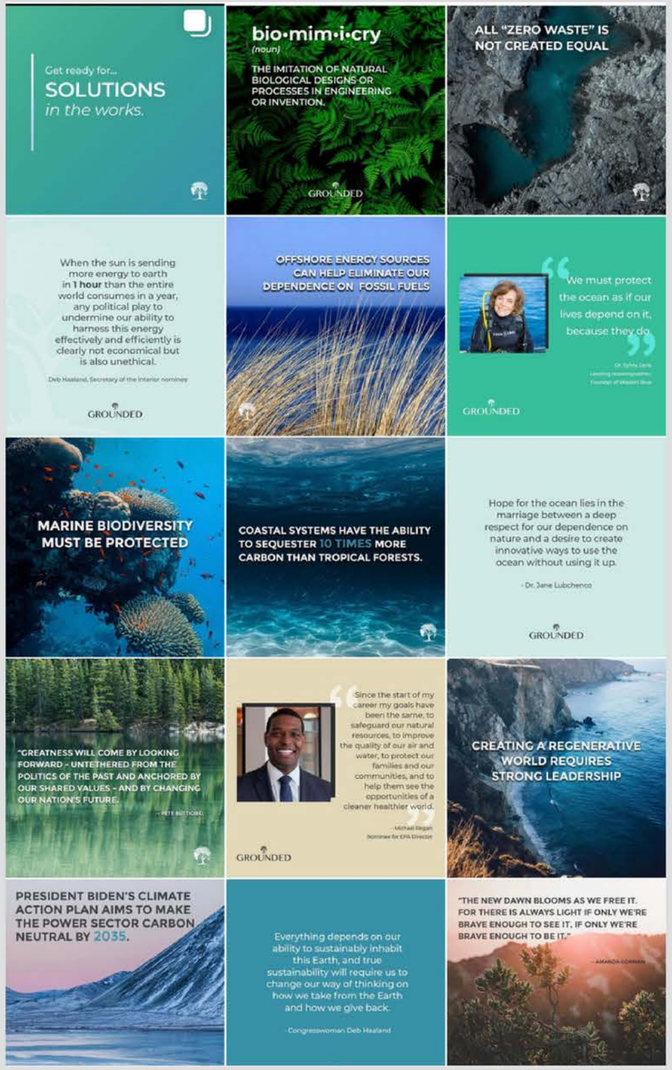


Dr. Mait's
PULSE&REMEDY
A PERSONAL PRACTICE

Pulse & Remedy

- competitive analysis of current market landscape
- internal audit of desired objectives + how to implement marketing to meet them
- CRM software setup & integration consultation
- strategy for internal & day to day operations
- logo & website clean up: call to actions, SEO, formatting
- newsletter & blog strategy and implementation, including copywriting

CONTENT STRATEGY - IG

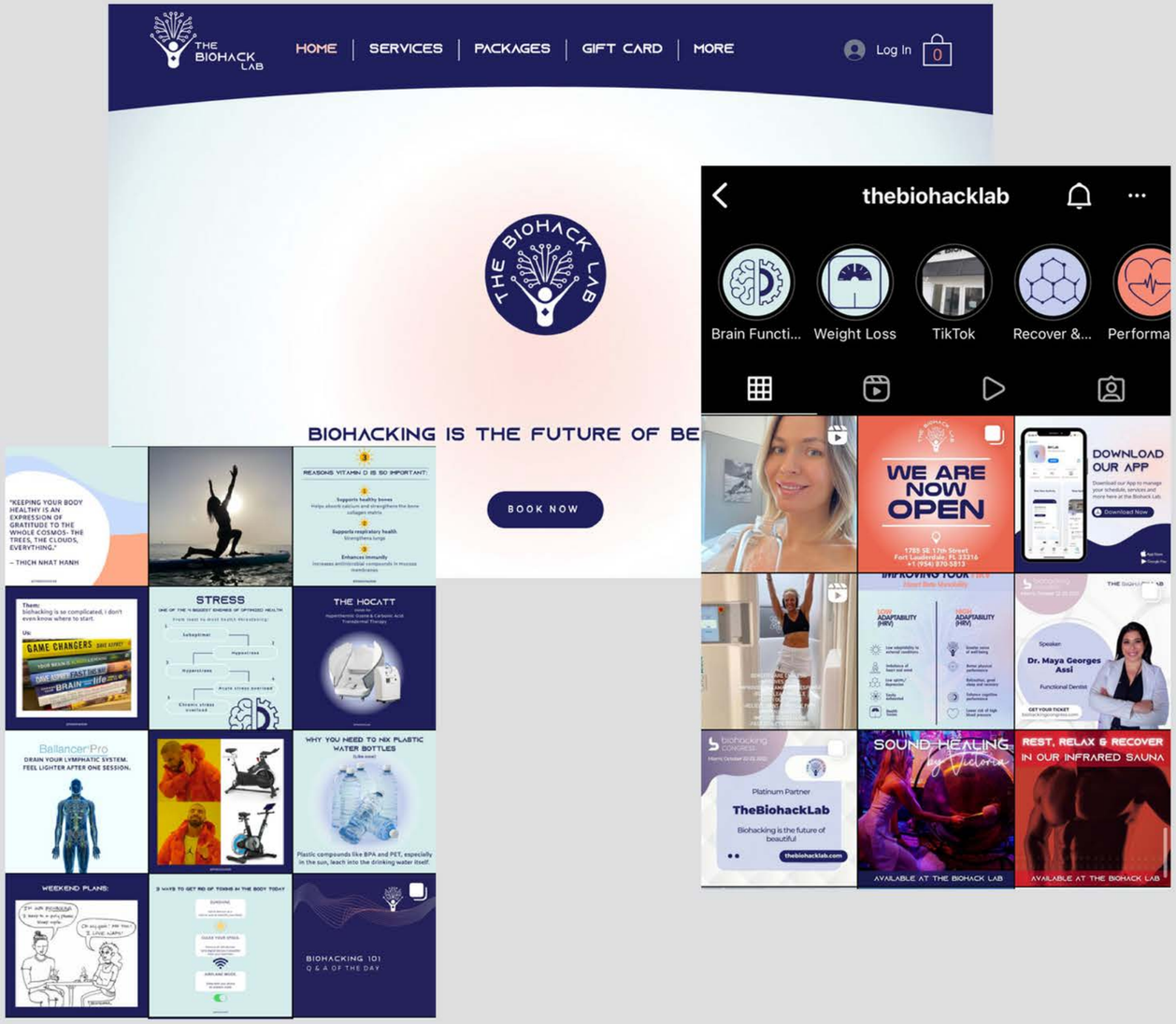


GROUNDED

Grounded.org

- online education platform strategy
- social media content creation and planning - reliable resources, scientific/data backed
- scheduling and engagement

BRAND CLEAN-UP & WEBSITE



The BiohackLab

- logo redesign
- website design & implementation
- website and product copy
- color palette & brand identity
- social media mapping & standard asset creation

REBRAND & SOCIAL ASSETS

TANDAVA RETREATS

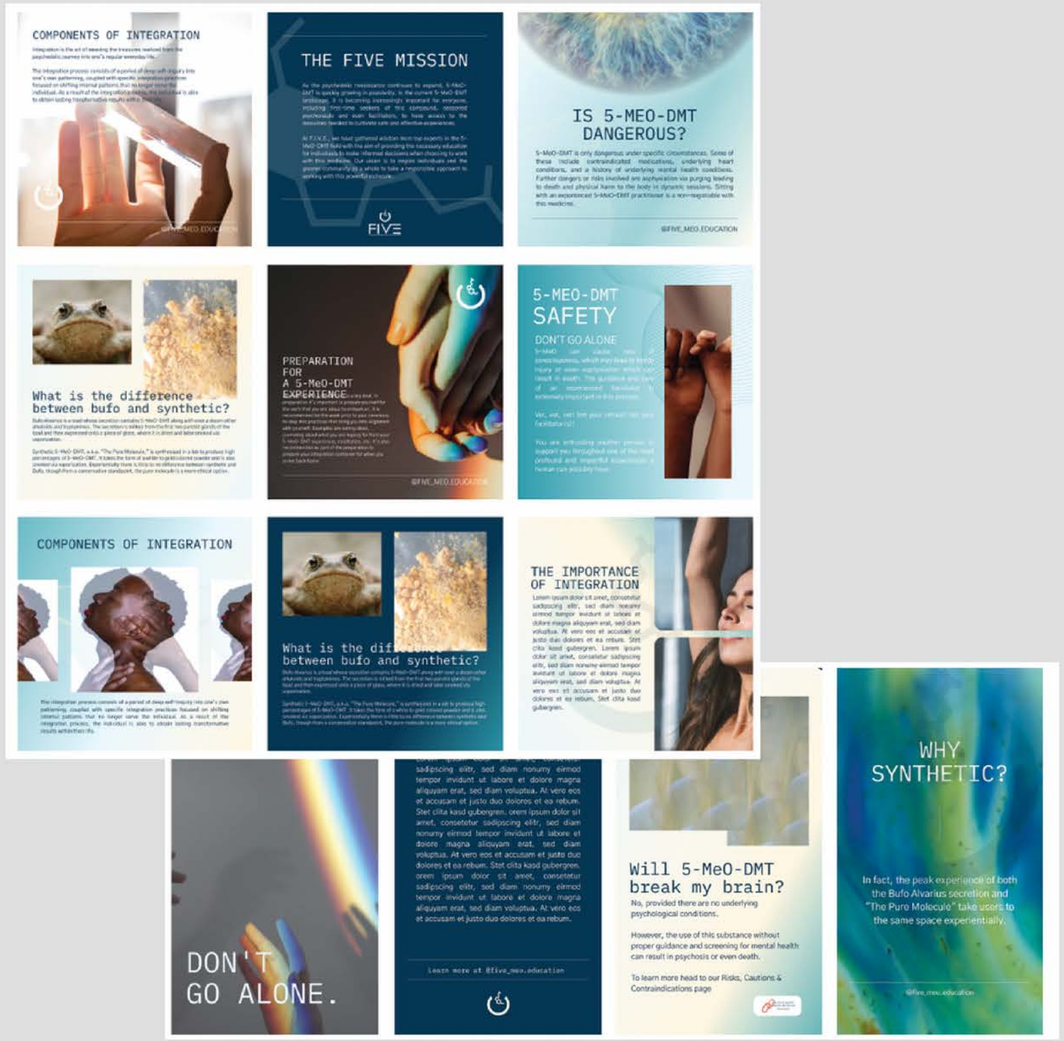
TANDAVA

Tandava Retreat Center

IDENTITY & VISUALS

- logo redesign
- suggested website design
- color palette & brand identity
- social media mapping & standard asset creation

REBRAND & SOCIAL ASSETS



FIVE

5-MeO-DMT
Information and Vital Education

FIVE

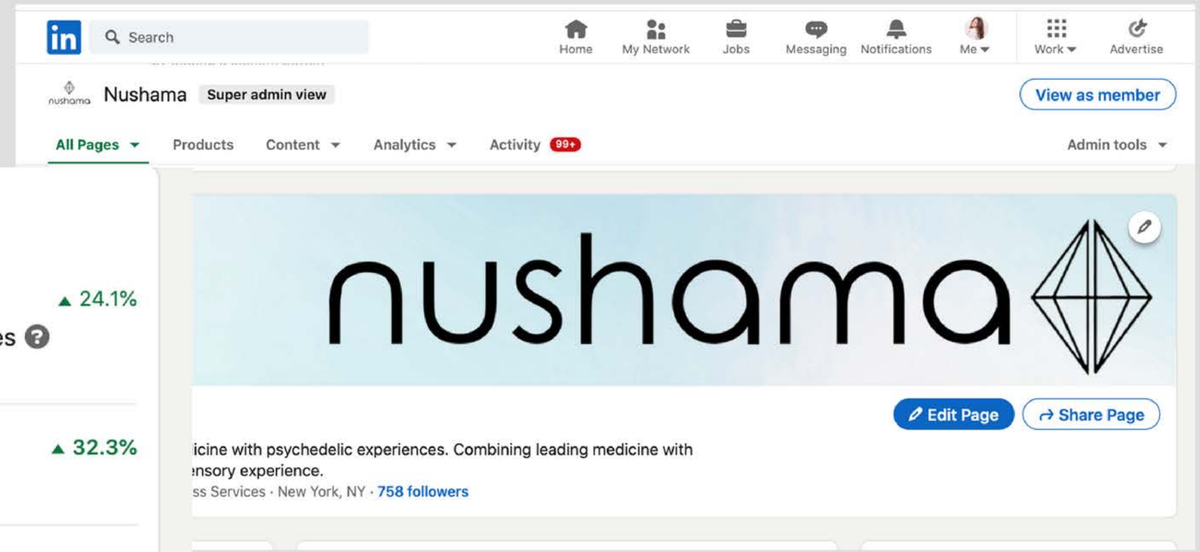
5-MeO-DMT INFORMATION & VITAL EDUCATION

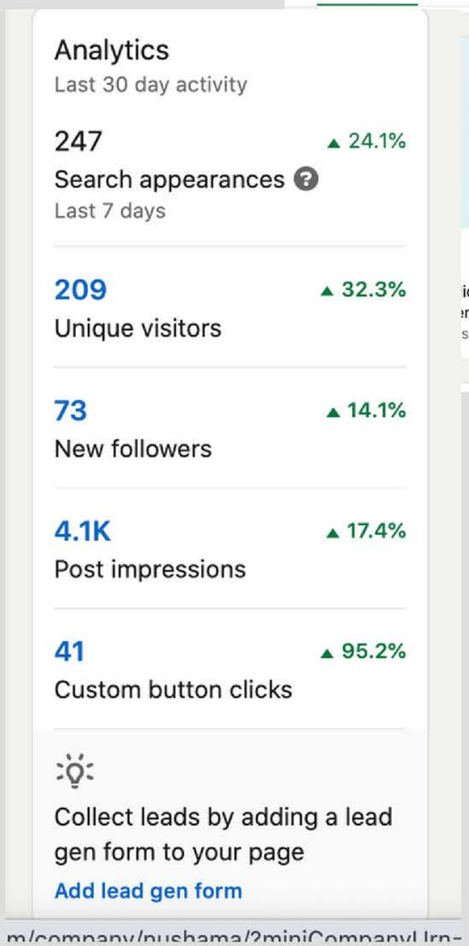
F.I.V.E.

IDENTITY & VISUALS

- logo redesign
- color palette & brand identity
- social media mapping & standard asset creation

STRATEGY - LINKEDIN





m/company/nushama/?miniCompanyUrn=

Nushama

CONTENT & STRATEGY

- competitive analysis of current competitor landscape on LinkedIn
- internal audit of desired objectives + how to implement marketing to meet them
- LinkedIn community growth + brand awareness
- Post creation and scheduling
- Employee/stakeholder page cleanup and optimization