

Award-winning graphic designer, creative director, and artist, specializing in all artistic endeavors, the blockchain, future of design, and most everything mystical.

She loves working with a variety of clients in Beauty & Wellness, Culture, and Tech.





MY DESIGN STUDIO, PLENTY

Co-founded Plenty, a women-owned and operated design studio based in Grand Rapids, Michigan, successfully leading it for over a decade.

MICHIGAN—  
LAND OF  
RICHES

RE-EXAMINING THE OLD  
GRAND RAPIDS PUBLIC MUSEUM



APRIL 16-MAY 15, 2010  
OPENING RECEPTION FRIDAY, APRIL 16 6:00-11:00 PM  
54 JEFFERSON AVENUE GRAND RAPIDS, MICHIGAN  
MICHIGANLANDOFRICHES.ORG



Illustration by Geoffrey Hinton





**Creative Director, Graphic Designer & Artist**

**GIGI**

Always

I'm a graphic designer, creative director, and communications specialist with a passion for all things branding. I thrive on helping brands tell their stories consistently and effectively across every channel—whether it's web, social media, video, or print. My expertise lies in crafting cohesive visual identities and strategies that amplify brand impact and connect with audiences.

**Head of Brand & Marketing**

**CENT**

2022 to 2024

Steered a Web3 startup by driving key initiatives that strengthened community engagement and brand presence. Spearheaded the design and development of the company's website using Webflow, ensuring a seamless and user-friendly experience. Led the end-to-end design process for the app in Figma, creating intuitive and visually appealing interfaces. Oversaw the transition of social media strategy from Instagram and X to Farcaster, enhancing alignment with Web3 audiences. Managed social media channels, fostering online community growth and engagement. Organized and hosted live monthly community meetings and in-person events to strengthen connections and build brand loyalty. Developed impactful decks, blending strategic insights and compelling visuals to support business growth and investor relations.

**Web3 Founder**

**DESIGN X COLLECTIVE**

2021 to 2024

Founded a web3 collective for designers, artists, writers, illustrators, and creators.

**Health & Wellness Co-Founder**

**CLARITY DATA INSIGHT**

2021 to 2023

Creative strategy and design for app on tracking and tips on healing migraine headaches.

**Creative Director**

**FAIRLY PAINLESS ADVERTISING**

2015 to 2016

As a Creative Director at the firm, I led the development and execution of creative strategies for a diverse portfolio of clients, including Haworth, the ACLU of Michigan, Grand Valley State University, and the Council for Michigan Foundations. I was instrumental in shaping and cultivating the creative vision, ensuring alignment with each client's unique goals and brand identity. Collaborated closely with multidisciplinary teams—spanning designers, writers, strategists, and project managers—to deliver impactful campaigns and messaging. Successfully translated complex ideas into compelling visual and written narratives, driving engagement and measurable results for our clients.

**Owner & Creative Director**

**PLENTY**

2003 to 2015

Co-founded and led an award-winning design studio for over a decade, shaping its creative vision and strategic direction. Built and managed a team of eight, overseeing projects from concept to execution and ensuring alignment with client goals.

The studio earned acclaim for a diverse portfolio, including a groundbreaking regional publication, website and app designs, and major branding initiatives. Partnered with clients like Herman Miller, Haworth, ACLU of Michigan, and the Grand Rapids Art Museum, delivering award-winning solutions that elevated brands and drove engagement.

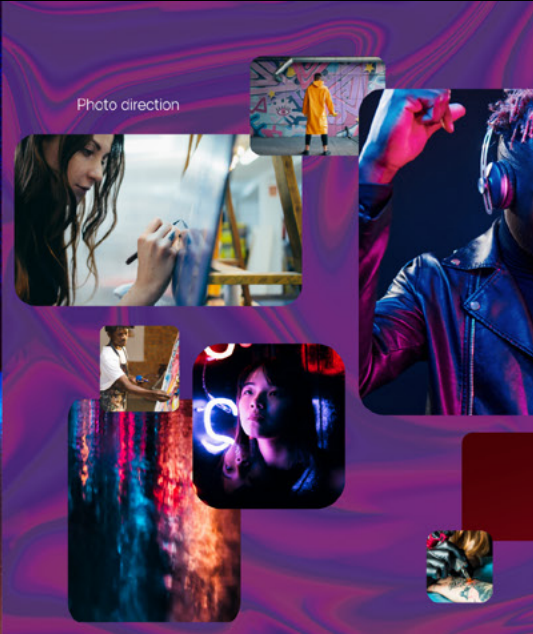
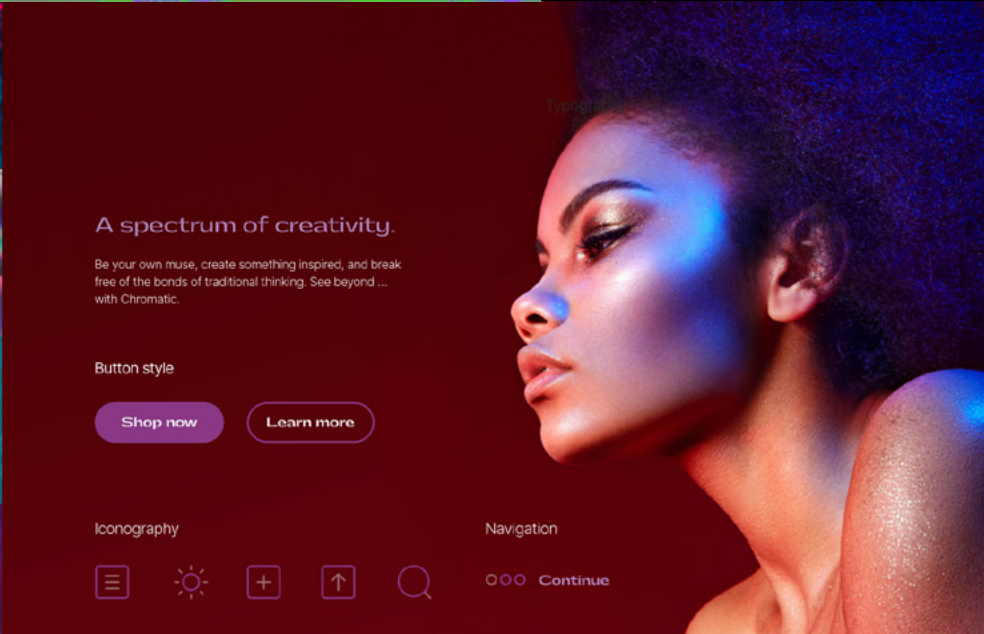
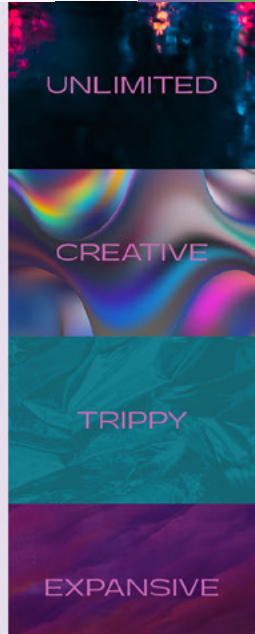
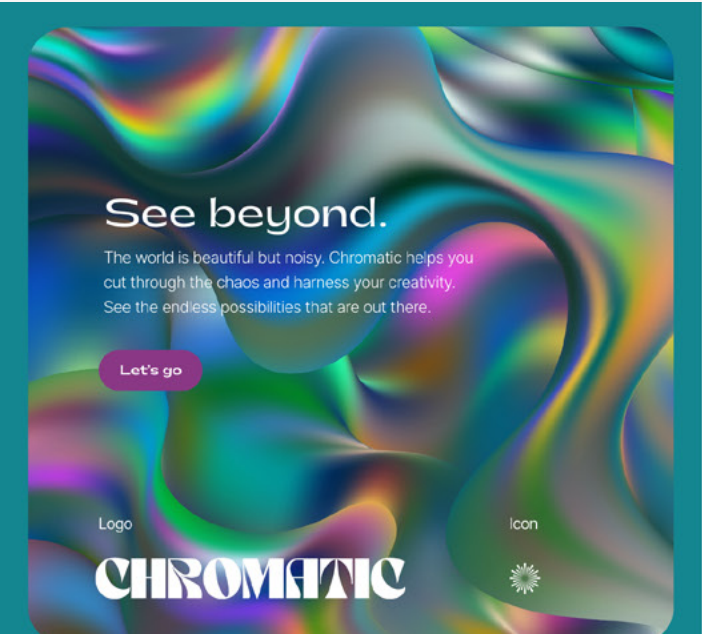






BRANDING

I specialize in crafting impactful branding that captures the essence of your vision. From strategy to design, I create cohesive identities that resonate, inspire, and elevate your brand.





PACKAGING

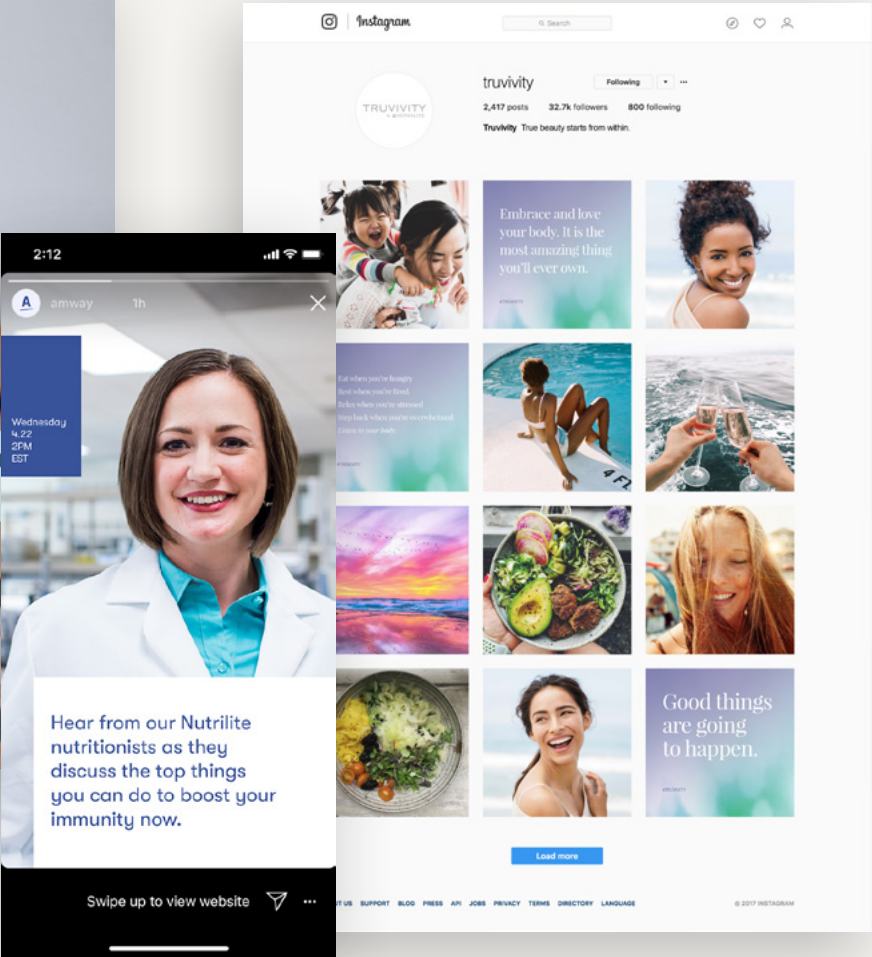
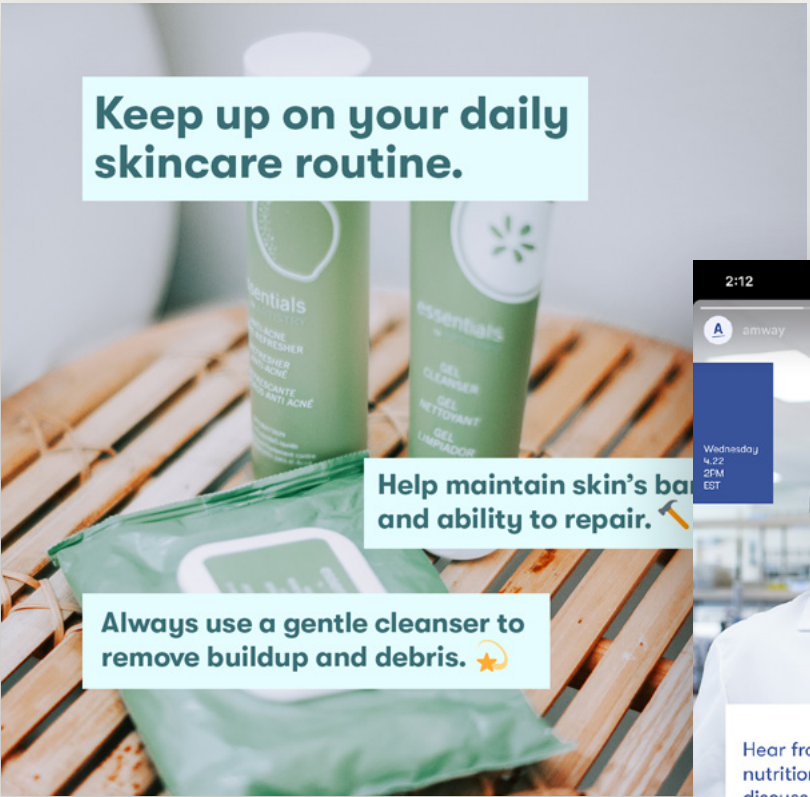
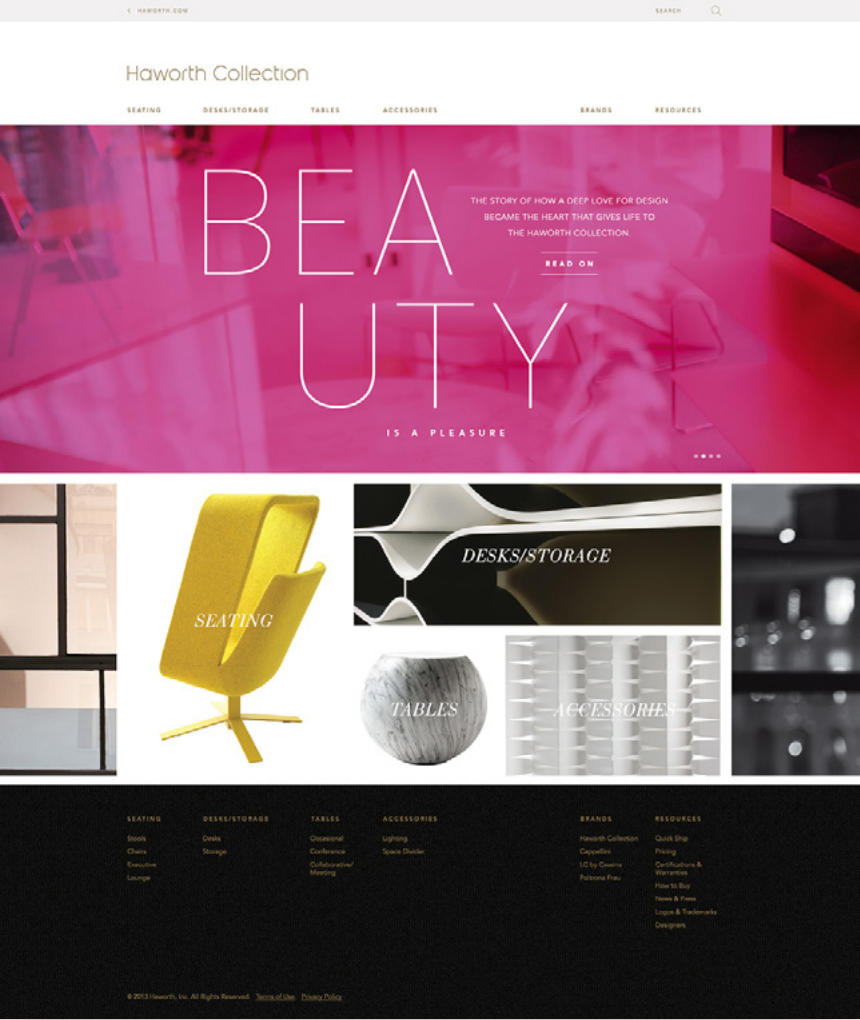
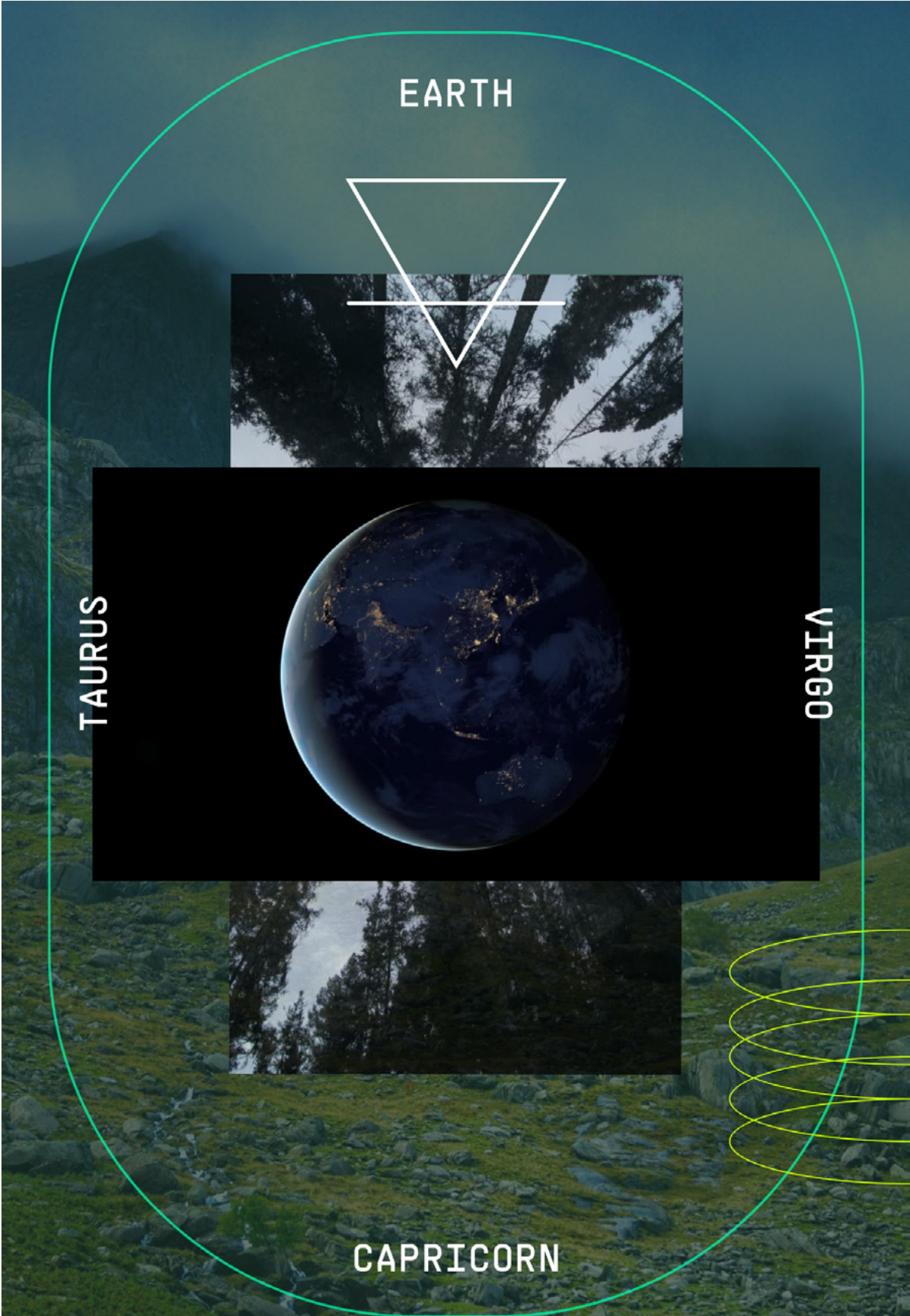
I design thoughtful, eye-catching packaging that blends creativity with functionality. My work ensures your product stands out while telling a compelling brand story.





WEB & SOCIAL

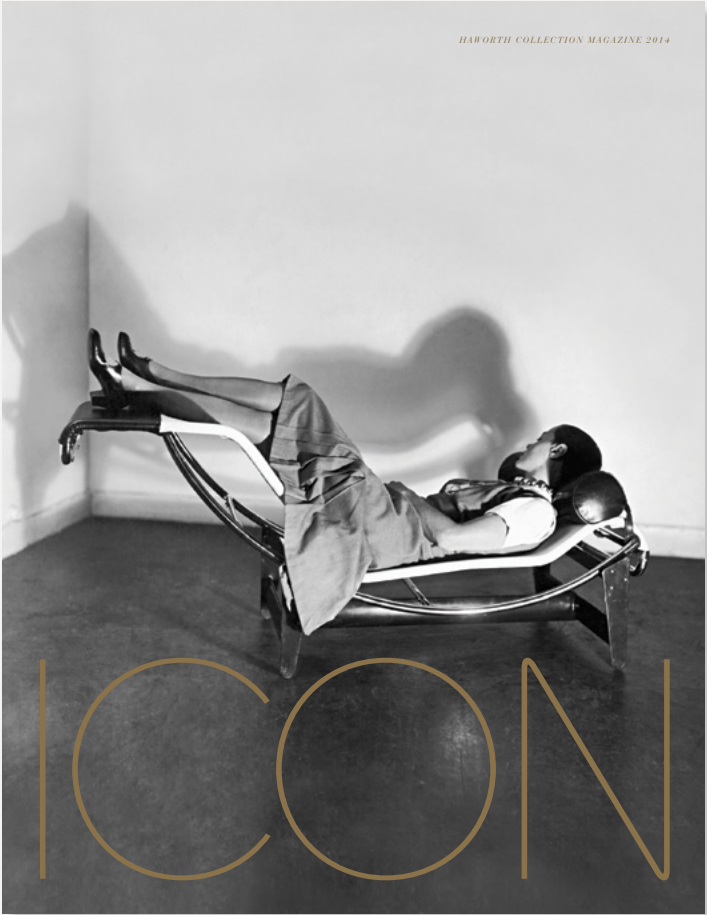
I create engaging web and social media designs that connect with audiences and amplify your brand. From visually stunning layouts to cohesive content strategies, my work ensures a seamless and impactful digital presence.





PUBLISHING

I bring stories to life through beautifully designed magazines, books, custom brochures, and editorial layouts. My work combines compelling visuals with strategic design to create publications that captivate and inform.





APP & MOBILE

I design intuitive, user-friendly apps and mobile experiences that blend functionality with aesthetics. My focus is on creating seamless interfaces that engage users and elevate your brand in the digital space.







GWEN O'BRIEN

GWEN O'BRIEN

GWEN O'BRIEN

GWEN O'BRIEN

GWEN O'BRIEN

GWEN O'BRIEN

GET IN TOUCH

[gwen@gwenobrien.com](mailto:gwen@gwenobrien.com)

616 350 2157

[linkedin.com/in/gwenobrien](https://www.linkedin.com/in/gwenobrien)

[behance.net/gwenobrien](https://www.behance.net/gwenobrien)

DESIGNER / ARTIST / CREATIVE