GWEN O'BRIEN GWEN O'BRIEN GWEN O'BRIEN GWEN O'BRIEN **GWEN O'BRIEN**

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.

DESIGNER / ARTIST / CREATIVE



O'BRIEN





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.



APRIL 16-MAY 15, 2010 OPENING RECEPTION FRIDAY, APRIL 16 6:00-11:00 PM

54 JEFFERSON AVENUE GRAND RAPIDS, MICHIGAN MICHIGANLANDOFRICHES.ORG

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Vouloir, c'est

FABULOUS form and function

From Calder's iconic shapes to Pamella Roland's feminine forms, design converges on Grand Rapids.

Plenty Plenty

Plenty

between those things. It's a mix of craft, science

EXPERIENCE

GWEN O'BRIEN

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 channelwhether 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 endto-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.

PLENTY

2003 to 2015

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.

For detailed timelines, feel free to visit my LinkedIn profile—and don't forget to connect with me while you're there! linkedin.com/in/gwenobrien

Owner & Creative Director

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.

GWEN O'BRIEN

EDUCATION

Kendall College of Art & Design Grand Rapids, Michigan

Bachelor of Fine Arts (BFA) Fine Art Visual Communications, Major Interior Design, Minor

Scholarship Award Winner

Commencement Speaker

VOLUNTEER

AIGA Presidents Council Chair **AIGA National Board of Directors**

President, Vice President, Programming **Director, and Founding Member** AIGA West Michigan

Founder & Catalyst West Michigan Design Week

Design for Good Member Alabama Design Summit

President Kendall College of Art & Design Alumni Association

AWARDS

U360 Award Winner Haworth Collection Portfolio Book

Grant Award Recipient Sappi Ideas that Matter

Museum Publications Design Winner American Alliance of Museums

Distinguished Alumni Award Winner Kendall College of Art & Design

SKILLS

Adobe Creative Suite Photoshop InDesign Illustrator After Effects Acrobat Premiere Pro Mailchimp Webflow Figma Canva Public Speaking ChatGPT Midjourney Al Prompts Spanish Art Fashion Farcaster Discord NFTs









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.



















Juvéderm

ULTRA XC

A spectrum of creativity.

Button style

Iconography





EXPANSIVE



CENT Like < Love < Collect



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.











* nutrilite heart health Helps keep your heart young = DIETARY SUPPLEMENT 60 SOFTGELS 1-3 softgels, Ix a day 10

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.









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.





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The official guide for the coast of Michigan. aêt





Kaals by Planneby Boals It Islam Play Central Leading at the speed of sound Google's Ivy Ross brings he passion for the healing arts into the corporate world





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.





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gwen@gwenobrien.com

linkedin.com/in/gwenobrien

behance.net/gwenobrien

GET IN TOUCH

616 350 2157

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