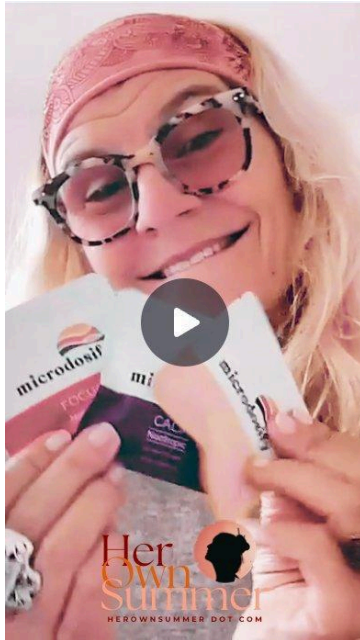


MICRODOSIFY

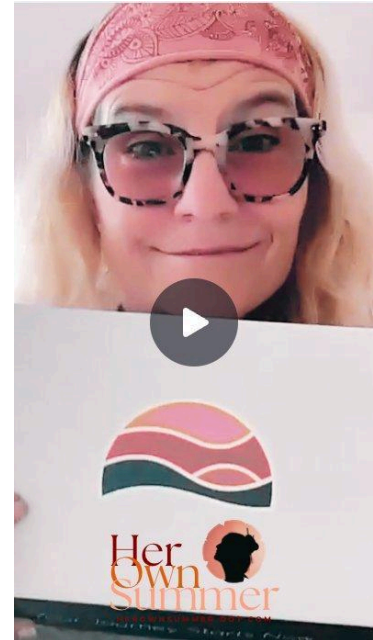
Lo-fi creator UGC and polished brand asset, built for in-feed performance



01 // Lo-fi UGC
Creator read. First-person, eye contact, three-product reveal in hand.



02 // Polished brand asset
Illustrated headline lockup. Three-product hero. Campaign-grade polish.



03 // Lo-fi UGC
Unboxing moment. Logo reveal. Built for in-feed pacing and the three-second window.

STORY UGC and Brand Creative for Microdosify

INTENTION Build a paid-social-ready creative bundle for a microdosing nootropic brand that needed to feel like a friend's recommendation and a polished launch at the same time. On-camera UGC tested the approachability play — first-person, lo-fi, eye contact, product in hand — paired with branded illustration and product hero work that held its own next to category competitors. Authority signaled through the audience trust Her Own Summer had already built in the wellness vertical. Hook craft built around the unboxing reveal — face, product, packet — engineered for the feed's three-second window.

DELIVERY Concept and creative direction across the lo-fi-to-polished spectrum. Talent direction, self-cast and on-camera, for unboxing and product-in-hand UGC reads. Partnered on polished asset production including illustrated headline lockup and three-product hero composition. Wardrobe and set styling for visual continuity across creator and brand surfaces. Captured native on phone, edited for in-feed performance, trafficked through the Her Own Summer pipeline with Google Drive as the asset spine.

OUTCOME 23% affiliate open rates and 14% conversion on the campaign cycle this work supported.

BIOHACKING WITH DAVE ASPREY // GAIA

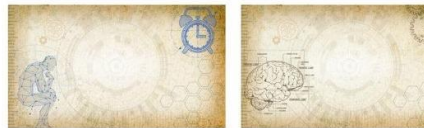
Series launch and episode title concepting, built for in-feed performance



01 // Polished brand hero
Series title card. Steampunk art direction concepted in lockstep with on-set design.



02 // Episode title language
"Nutrition: Fuel-up for Your Best Life." Titles treated as creative units, not afterthought metadata.



03 // Platform merchandising
Episode tiles across discovery surfaces. Cross-functional hooks, descriptions, and metadata.

STORY Biohacking with Dave Asprey for Gaia

INTENTION Strategic positioning anchored Dave Asprey as a relatable authority with an accessible point of view — wellness as “an inside job.” Subject matter expertise translated into hook architecture that survived the thumb test. Episode title language concepted in lockstep with steampunk visual design and on-set art direction — titles treated as creative units, not afterthought metadata. Brand guidelines translated into a scalable, high-volume creative system the series could refresh against without flattening voice.

DELIVERY Creative strategy and concept development; episode title concepting aligned to visual identity and brand voice; cross-functional long and short form copy spanning hooks, descriptions, and merchandising surfaces; platform audience merchandising across Subscriber, Amazon, and Roku; metadata and keyword integration; iterative refresh of winning concepts into repeatable formats to prevent fatigue and maintain engagement. Directed in collaboration with internal designers, editors, and on-set creative partners.

OUTCOME +30% subscriber conversion lift across the repositioned content category. Series-level concept architecture became a reference model for adjacent Health & Healing launches.

TENDING & MENDING // HER OWN SUMMER

Recurring event series with evolving visual identity and partner co-branding



01 // Tending banner

Floral photography. Warm palette. Open-invitation framing.



02 // Tending detail

Venue partner co-brand. Date-specific session naming. Two CTA paths.



03 // Mending promo

Water photography. Cool palette. Same structure, opposite register.



04 // Mending floral

Logo + floral treatment. Series brand continuity across seasonal refresh.

STORY Tending & Mending Event Series for Her Own Summer

INTENTION Design a recurring community event series with a visual identity strong enough to hold across seasonal refreshes, venue partner co-branding, and format variation without losing the thread. Tending and Mending are two halves of the same practice — one warm, one cool, one about small rituals, one about deep restoration — and the creative had to communicate that contrast while reading as a single series. Dual CTA architecture (walk-ins welcome via venue partner, reservations via Her Own Summer) required the creative to serve two conversion paths in one asset without cluttering the composition.

DELIVERY Art direction, photography styling, and graphic design across four seasonal assets. Concepted the Tending/Mending naming convention and session-specific subtitles (Micro Rituals, Micro Rewards, Macro Dive, Macro Float). Venue partner co-branding with Vivid Minds integrated into every asset. Typography, color palette, and floral photography direction shifted by session type while holding series identity. Produced in Adobe and Canva, trafficked through Google Drive, deployed across Eventbrite, Substack, and Instagram.

OUTCOME Sold-out events across a recurring series calendar. Proves the creative direction muscle the role requires: take a single brand concept, evolve it into format variants that feel fresh each cycle, and co-brand with partners without losing ownership of the visual identity.