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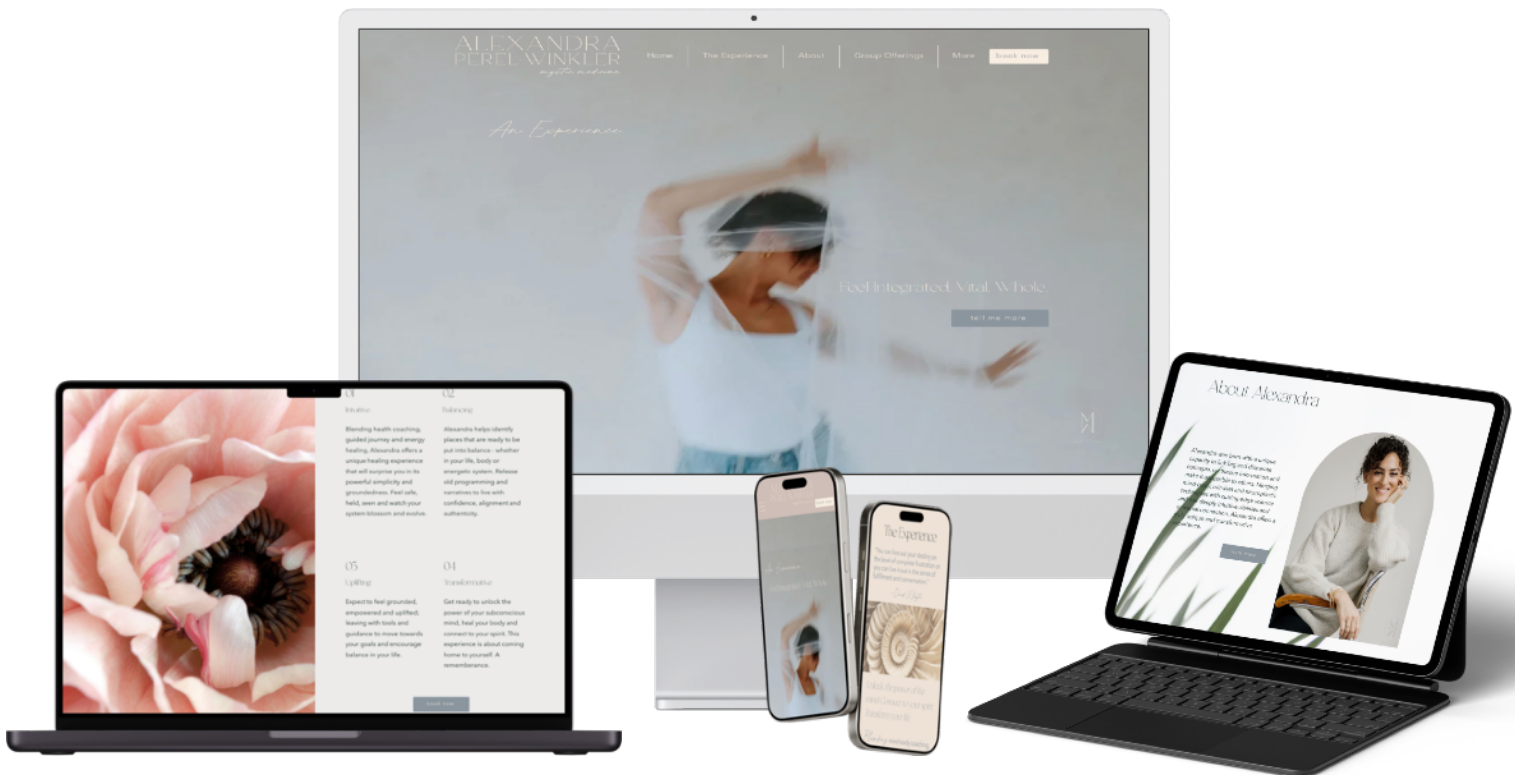
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# Project: The Mystic Medicine Website Design

## Health & Wellness Professional – [View Site](#)

### Objective:

Create a fully responsive and user-friendly website for a health and wellness professional, integrating their existing branding into a cohesive online experience that reflects their values, services, and expertise while driving client engagement.



### Challenges:

- 1. Implementing Pre-Existing Branding:** Effectively incorporate the client's established branding into the website's design.
- 2. Translating Brand Identity into Web Design:** Ensuring a seamless and consistent visual identity while maintaining flexibility for content updates.
- 3. Highlighting Services & Expertise:** Make the service offerings accessible and easy to navigate, catering to both new and returning clients.
- 4. Client Engagement & Conversion:** Featuring clear calls-to-action for users.
- 5. Mobile Optimization & User Experience**

### Goals:

- 1. Brand Consistency:** Implement the existing branding to ensure a cohesive and professional online presence.
- 2. User-Friendly Navigation:** Develop an intuitive layout.
- 3. Client Engagement:** Incorporate features that encourage visitors to interact with calls-to-action.
- 4. Wellness-Centric Design:** Convey the ethos of health, wellness, and holistic practices through intuitive design and imagery.
- 5. SEO & Performance Optimization**

## Responsibilities:

### **1. Website Design & Branding Implementation:**

- Translated the pre-existing brand identity into a visually cohesive web design.
- Utilized media that supports the brand's holistic approach while maintaining a professional and welcoming aesthetic.

### **2. UX & UI Design:**

- Developed a clean, user-friendly layout.
- Integrated clear calls-to-action throughout the site

### **3. Information Architecture:**

- Structured the website in an organized and digestible manner, highlighting the services offered.

### **4. Mobile Optimization & Responsiveness:**

- Ensured the site is fully responsive on mobile, tablet, and desktop devices.

### **5. SEO & Performance Optimization:**

- Optimized the website for search engines to ensure visibility in local and relevant wellness-related searches.

### **6. Client Consultation & Collaboration:**

- Worked closely with the client to ensure the branding was accurately represented and site's content reflected their values and wellness philosophy.
- Provided ongoing support for content updates and future expansions.

[CHECK OUT THE MYSTIC MEDICINE](#)

# Project: Cliffshore Developments Residential & Commercial Development Website Template – [View Site](#)

## Objective:

Create a customizable website template specifically designed for construction development companies to showcase their residential projects and secure sales through clear, attractive visual presentations and functional design.



## Challenges:

### 1. Industry-Specific Design:

Understanding the needs of construction companies, while keeping the layout intuitive and visually appealing.

**2. Customizability for Clients:** Ensuring the site is easy to modify for developers, allowing for white labeling and reusing assets to fit companies' to personalized brand .

**3. User Experience (UX):** Balancing a clean, professional design with user-friendly navigation.

**4. Mobile Responsiveness**

## Goals:

**1. Clear Property Showcase:** Demonstrate ability to utilize different media and design techniques to create an aesthetically pleasing website that can adhere to brand standards.

**2. Ease of Use:** Create a template that is easy for myself or non-technical users to manage and update with their own project details.

**3. Lead Generation Features:** Integrate contact forms and calls-to-action.

**4. Scalability:** Ensure template can accommodate companies with multiple developments.

## Responsibilities:

### **1. Design and Development:**

- Designed a clean, modern layout tailored for real estate and development marketing.
- Developed template ensuring it was both functional and aesthetically pleasing.

### **2. User Interface (UI) & User Experience (UX):**

- Designed intuitive, user-friendly layout that prioritizes ease of navigation, and accessibility
- Integrated clear calls-to-action throughout the site

### **3. Mobile Optimization & Responsiveness:**

- Developed a fully responsive site to ensure a seamless experience across mobile, tablet, and desktop devices.

[CHECK OUT THE TEMPLATE SITE](#)

# Project: Convention Website Modernization & Rebranding – [View Site](#)

## Objective:

Revamp the existing convention website to reflect a more vibrant, engaging, and modern look that aligns with the evolving identity of the event, while improving usability and site performance for attendees and participants.



## Challenges:

1. **Outdated Branding:** Existing site has not been updated in years. Modernizing the branding to appeal to a wider audience.
2. **Visual Overhaul:** Balancing bold, eye-catching design elements with a clear, easy-to-navigate structure.
3. **Content Organization:** Streamlined content while keeping consistency for returning attendees.

## Goals:

1. **Revitalized Brand Image:** Update the site's visual identity while maintaining the colour scheme.
2. **Engagement Focus:** Enhance attendee engagement with interactive elements.
3. **Improved Usability:** Make it easier for users to access key event information and calls-to-action.

## Responsibilities:

### **1. Rebranding & Visual Design:**

- Developed a refreshed visual identity that combines modern, high-energy design elements with the same vibrant colours

### **2. UX & UI Development:**

- Streamline navigation for attendees, vendors, and participants.
- Designed intuitive layouts, featuring clear calls-to-action.

### **3. Mobile Optimization & Responsiveness:**

- Built a fully responsive design for smooth interaction on any device.

### **4. Interactive & Dynamic Features:**

- Integrated interactive elements to give the site a lively and immersive feel.
- Included easily updatable sections to ensure the site can be quickly updated as event details evolve.

### **5. Content Structure & Performance:**

- Improve site speed and overall performance to drive higher traffic and easier access to information.

[CHECK OUT THE WEBSITE](#)



# Project: Landing Page for QiMD Podcast

– [View Site](#)

## Objective:

Design and develop a landing page for the QiMD Podcast that acts as the central hub for promoting episodes, engaging listeners, and reflecting the creative energy and personality behind the show.

As the Lead Creative and Co-Producer, the challenge was to balance design aesthetics with the show's content and ethos.



## Challenges:

1. **Capturing the Podcast's Tone:** The landing page needed to visually represent the podcast's unique tone..
2. **Integrating Multimedia:** Embedding clips, social media links, and images from photo shoots to showcase website and hold user's attention.
3. **Promotional Focus:** The site needed to both serve as a home base for existing listeners and attract new audiences.
4. **Balancing Creativity and Functionality:** As the podcast's Lead Creative, it was essential to ensure that the site was not just visually appealing but also functionally sound.
5. **SEO & Discoverability**



## Goals:

1. **Brand Identity:** Effectively incorporate existing branding, staying consistent to match the podcast's tone and web presence.
2. **Easy Episode Access:** Provide links to the latest podcast episodes, ensuring users can listen directly from one of their preferred platforms.
3. **Promotion & Growth:** Make the landing page an effective tool for promoting the podcast, including features for sharing episodes, highlighting guest appearances, and encouraging reviews.

## Responsibilities:

### 1. Creative Direction & Branding:

- Developed the visual and creative concept of the landing page.
- Maintained colour schemes, typography, and imagery to provide a cohesive branding experience.

### 2. UI & UX Design:

- Intuitive layout that makes it easy for listeners to learn about the podcast and access the show.
- Integrated clear calls-to-action, encouraging visitors to subscribe, listen, and share episodes across platforms.

### 3. Multimedia Integration:

- Embedded video teasers/clips, and social media links to engage listeners across various platforms.
- Organized content to allow for future scalability.

### 4. Producer & Content Creator:

- In addition to the design, oversaw the production of all podcast content, ensuring the episodes are reflected accurately on the site through high-quality visuals, teasers, and descriptions.
- Collaborated with guests and creatives to ensure that the podcast's content is engaging and aligns with the vision presented on the website.

[CHECK OUT THE LANDING PAGE](#)