

WINONA

Design Internship

Summer '25

Winona

Winona is a leading telehealth company specializing in menopause care for women aged 35 to 59. They provide science-backed, personalized treatment through bioidentical hormone replacement therapy (BHRT), delivered directly to patients' homes. Winona empowers women with a supportive online platform that includes access to physicians, educational content, and a vibrant community.

Audience & Insight Overview

Pain Points

- Silence around menopause: Women often feel isolated, uninformed, or ignored by traditional healthcare systems.
- Symptoms dismissed or misunderstood: Many providers minimize the severity of menopause-related symptoms.
- Embarrassment or denial: Women may not be ready to acknowledge they're in menopause, making outreach tricky.
- Lack of trusted treatment: Skepticism around hormone therapy and confusion due to outdated studies or misinformation.

Target Audience

Women 35–59, especially those who:

- Are entering or in the menopause transition (including perimenopause)
- Are proactive about their health, but feel underserved
- Prefer private and accessible solutions
- Are seeking symptom relief without stigma
- Value education, trust, and clear communication from providers

Common Symptoms

- (Icons)
- Hot flashes & night sweats
- Mood swings, anxiety, depression
- Fatigue & brain fog
- Sleep disturbances
- Vaginal dryness & low libido
- Weight gain & slowed metabolism
- Skin dryness & loss of elasticity

Favorite Designs



Campaigns

PROBLEM

Menopause still lives in the shadows.

Even though it affects half the population, menopause is rarely talked about which leaves many women to navigate it alone. Misinformation and stigma, combined with a lack of real support, make it harder for women to find the relief they deserve.

NEEDS

Advertising for Winona has to be carefully thought out: acknowledging symptoms without shame, offering real solutions without overpromising. Many women aren't ready to talk openly about menopause or admit they're in it. That's why our messaging is empathetic and focused on real, personalized care.

WINONA DESIGN INTERNSHIP



Final Designs

These final designs from the campaigns helped me understand what ads would reach certain women who need Winona the most. I learned a lot about different forms of social media ads and how to incorporate certain elements into my designs. Enjoy!