

Hello,
My name
is Oak.
(like the tree)

Let's get to know each other.

oakson@gmail.com / 510 502 9299 / Hercules, California

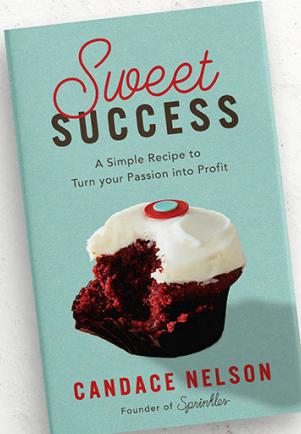
HOME SWEET SUCCESS TUNE IN ABOUT CANDACE  RECIPES BLOG BAKE WITH ME  

Sweet SUCCESS

A SIMPLE RECIPE TO TURN YOUR PASSION INTO PROFIT

For anyone who's ever dreamed of baking up a business, Sweet Success fires up the burners to turn that entrepreneurial vision into reality. For the first time, Candace Nelson is sharing her recipe for success by walking you through the steps she took to build a globally beloved brand.

[BUY MY BOOK](#)






"I turned my passion into profit by starting small — It began with a cupcake and grew into an empire."

CANDACE NELSON

SERIAL ENTREPRENEUR, NYT BEST SELLING AUTHOR, WALL STREET JOURNAL CONTRIBUTOR, ANGEL INVESTOR, TV PERSONALITY, EXECUTIVE PRODUCER, WIFE AND MOM

WHAT PEOPLE ARE SAYING:

"In Sweet Success, Candace provides a clear roadmap for building a successful business. With powerful personal stories and practical advice, this book will inspire future entrepreneurs to push past doubts and go for it."


SHERYL SANDBERG
FOUNDER LEAN IN AND OPTION B

CANDACE  ≡






Sweet SUCCESS

A SIMPLE RECIPE TO TURN YOUR PASSION INTO PROFIT

For anyone who's ever dreamed

CANDACE  ≡

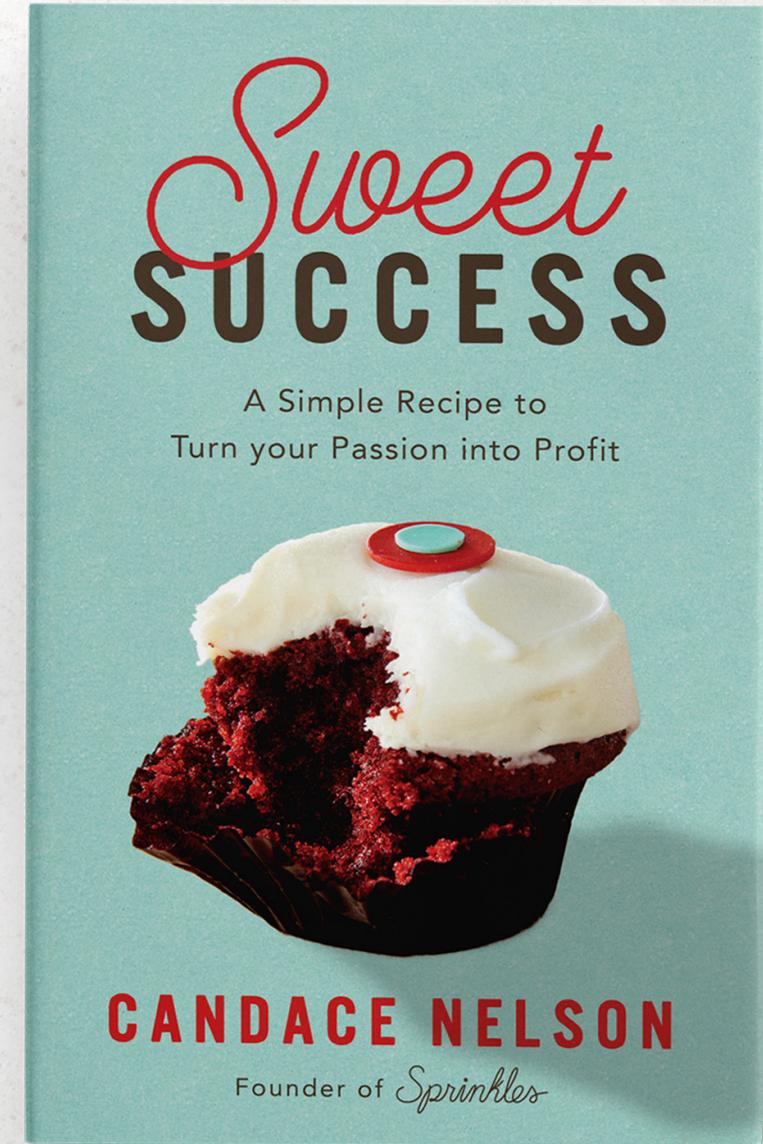


WELCOME TO MY STUDIO



Hi, I'm Candace Nelson and I'm so happy you're here.

client: Candace Nelson / role: art direction and design
web design for new book release
design a responsive webpage for author, baker and entrepreneur to promote her new book



client: Candace Nelson / role: art direction and design
design special shipping box for influencers, including custom tissue paper,
sticker and postcard with QR codes

Sweet
SUCCESS

@CANDACENELSON   

CANDACE@CN2VENTURES.COM

FROM THE *Sweet* DESK OF CANDACE NELSON

O! Jentes un - unha'.
Zondwolke, dukt un. Then
Munke bink.

Werk jomme



client: Candace Nelson / role: art direction and design
letterhead, note card and book signing stamp design

PIZZANA

client: Pizzana / role: freelance graphic designer

create media kit, email templates, catering info sheet and marketing postcards

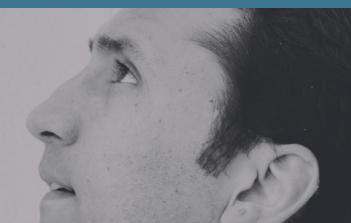
A NEAPOLITAN PIZZERIA FROM
CANDACE and CHARLES NELSON
OF SPRINKLES CUPCAKES AND PARTNERS
CHRIS and CAROLINE O'DONNELL,

PIZZANA

FEATURES HANDCRAFTED PIES
FROM NAPLES-BORN
PIZZAILO DANIELE UDITI.



UDITI—who learned his craft growing up in Italy, and honed it at the famed L'Antica Pizzeria da Michele—offers a fresh take on the Naples staple reimagined for Southern California; his “slow dough” is fermented for 48-hours and results in a crust that is light yet sturdy and his toppings are consciously sourced to blend the traditional with the unexpected.



"The cacio e pepe pizza is a small miracle"
Jonathan Gold



"Old-school dedication to slow food"



"Nelson being Nelson, the venture is likely to change the way we all think about tomato sauce and cheese on dough"



"Pizzana is everything you hoped it would be"



"LA's prettiest new restaurant"



"To Die For!"



PIZZANA MAKES THE LIST



Jonathan Gold's 101 Best Restaurants
Jonathan Gold's 10 Best Dishes of 2017

Los Angeles Times

1 Best Pizza Restaurant in Los Angeles

The Top Los Angeles Restaurant Newcomers of 2017

The Single Best Dish to Try in Brentwood

EATER

The 10 Finest L.A. Restaurant Openings of 2017

InsideHook

Where Hollywood Eats: LA's 20 Hottest Restaurants

Hollywood Reporter

The 75 Best Dishes and Drinks in Los Angeles

TimeOut

LA's Most Instagrammable Dishes

ZAGAT

12 Places We Love on LA's West Side

goop

CELEBRITIES LOVE PIZZANA

Leonardo DiCaprio, Reese Witherspoon, Jennifer Garner, Pharrell
Gwyneth Paltrow, Harrison Ford, Kate Hudson, Toby Maguire, Ben Affleck



The dessert menu,
crafted by Candace,
features Sprinkles
ice cream and
classic Italian
sweets, updated.



FOOD&WINE

Los Angeles Times

Los Angeles Times



client: Pizzana / role: design

design a press kit for a Michelin Bib Gourmand award-winning restaurant following existing brand guidelines

"TOP 101 RESTAURANTS
IN LOS ANGELES"

- JONATHAN GOLD,
LOS ANGELES TIMES

MICHELIN BIB GOURMAND
AWARD RECIPIENT

- MICHELIN GUIDE

"BEST PIZZA RESTAURANT IN
LOS ANGELES"

- EATER

PIZZAIOLO DANIELE UDITI'S "SLOW DOUGH"
IS FERMENTED FOR 48 HOURS AND RESULTS
IN A CRUST THAT IS LIGHT YET STURDY
AND HIS TOPPINGS ARE CONSCIOUSLY
SOURCED TO BLEND THE TRADITIONAL WITH
THE UNEXPECTED. THE DESSERT MENU,
CRAFTED BY CANDACE NELSON,
FEATURES CLASSIC ITALIAN SWEETS.



PRICING*

MEAL

\$70 per person

* \$3500 minimum. Travel fee may apply. Includes 2 hours of cooking. We encourage buffet or family style service as bussers and servers are not provided. Chef fees and sales tax not included.

** Complete menu item descriptions may be found at pizzana.com

MENU**

ANTIPASTI

- / broccolini
- / carciofi arrostiti
- / caprese
- / polpette al forno

INSALATE

- / cavoletto di bruxelles
- / cesare
- / chop
- / tricolore

PIZZA

- / bianca
- / cacio e pepe
- / carnivoro
- / corbarina
- / diavola
- / funghi
- / margherita
- / margherita al crudo
- / neo margherita
- / pepperoni
- / pignatello
- / spinaci
- / vegan funghi
- / vegan margherita
- / vodka

NO PIZZA OVEN? NO PROBLEM! PIZZANA WILL BRING MOBILE OVENS TO YOUR EVENT.

PIZZANA

WORTH ITS WEIGHT IN (SUN) GOLD



Inspired by Daniele Udit's summer visits to the Santa Monica Farmer's Market, Sole d'Oro features squash blossom, summer squash, fior di latte, sun gold tomato, burrata and mint.

AVAILABLE THROUGH JUNE 13

ORDER NOW



A new sandwich
launches next week!

STREAMLINE YOUR ORDER VIA OUR APP PIZZANA NOW



PIZZANA

[Sign up for text messages](#) for exclusive access to events

PIZZANA

THE PADRINO RETURNS



Stacked high with mortadella, spicy soppressata, pepperoncini, provolone, calabrian slaw, tomato, pickle and aioli on housemade ciabatta, it's a sub you can't refuse.

Available only

TUE FEB 18 | PIZZANA BRENTWOOD

WED FEB 19 | PIZZANA WEST HOLLYWOOD

MAKE A RESERVATION

NEW SPECIALS HAVE ARRIVED!



CACHI E BURRATA

wood fired fuyu persimmon,
stracciatella di burrata, balsamic



POLENTA BOLOGNESE

crispy polenta, beef bolognese,
ricotta, parmesano reggiano

ORDER ONLINE

STREAMLINE YOUR ORDER VIA OUR APP PIZZANA NOW



PIZZANA

[Sign up for text messages](#) for exclusive access to events

client: Pizzana / role: design

catering infosheet and email campaign template designs

NEXT TIME,
ORDER VIA
OUR NEW APP
PIZZANA
NOW!

With just a few taps, have Pizzana delivered to your door or ready for pickup.

available for
iPhone & Android

GET 10% OFF
YOUR FIRST
ORDER VIA
THE APP
WITH CODE
PIZZA10



PIZZANA ANYTIME

Make room in your freezer. Our frozen pizzas are faster than pickup, delivery or cooking yourself. Take one home with you today — just ask your server!

CACIO E PEPE
MARGHERITA
PEPPERONI

available with regular
or gluten free crust



LET PIZZANA SERVE
AT YOUR NEXT
FAMILY AFFAIR,
BIRTHDAY
CELEBRATION OR
CORPORATE EVENT.

We stretch, cook and assemble pizzas on site for you and your guests. Select your favorite pizzas, antipasti, insalate and dolci for an impressive Neo Neapolitan spread.

cate

PIZZANA

NOW SHIPPING NATIONWIDE!

Stock up your freezer so you always have Pizzana ready to go!

START YOUR ORDER AT
GOLDBELLY.COM/PIZZANA

Get \$20 off your first order with code Goldb3llyit

Pizzana for everyone! Packages feature gluten free options.



client: Pizzana / role: design

postcard designs for various marketing campaigns within a cohesive brand style

Kunche + Pak



JOIN US IN
CELEBRATING OUR MARRIAGE
SATURDAY, SEPTEMBER 10 2011
AT FIVE IN THE EVENING

LOS ANGELES COUNTY ARBORETUM
301 NORTH BALDWIN AVENUE
ARCADIA, CALIFORNIA

RECEPTION TO FOLLOW
SALADANG SONG
363 SOUTH FAIR OAKS
PASADENA, CALIFORNIA



RSVP
AT
LOVE.UNO.LA

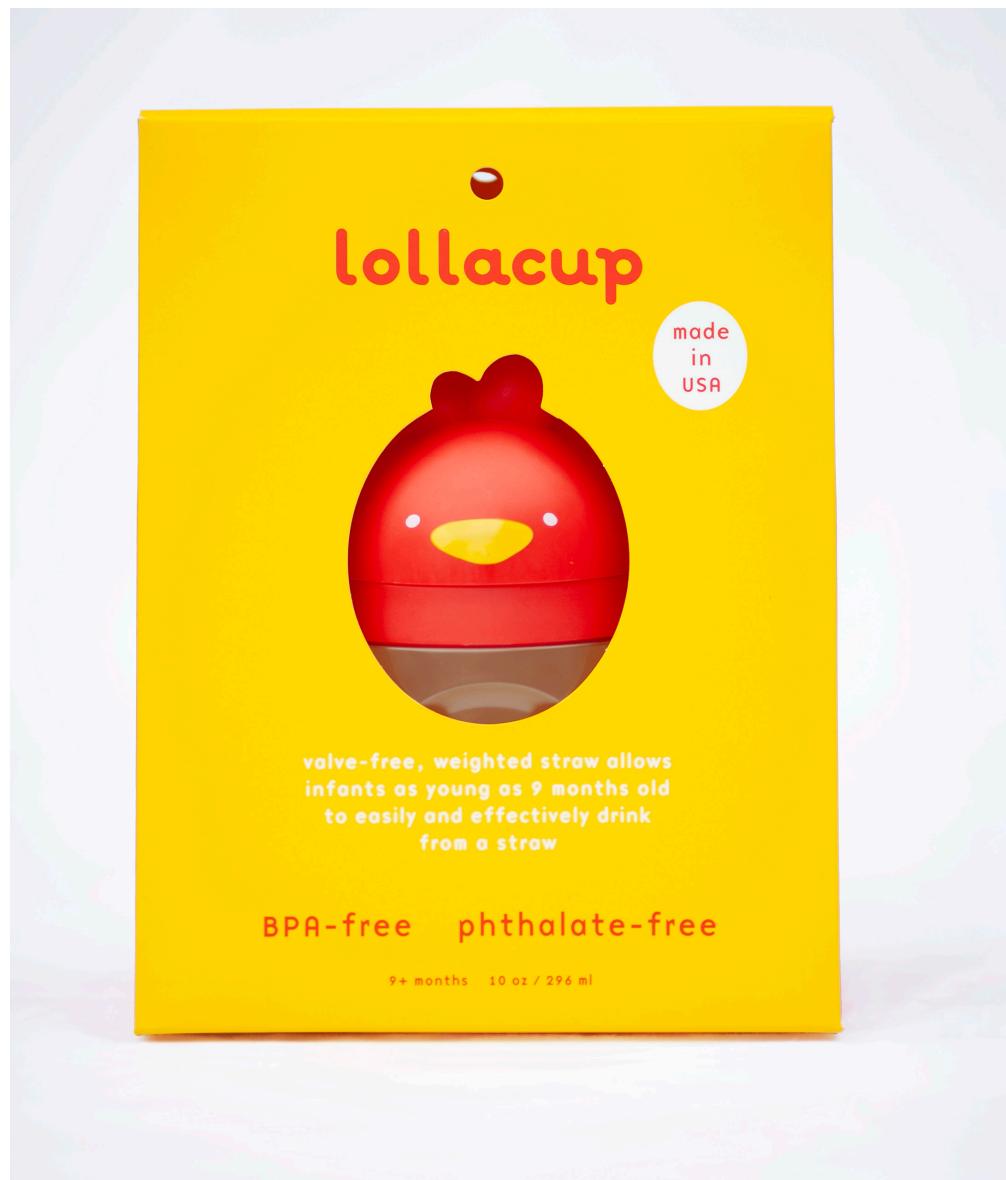
September 10
2011
at 5p



lollaland®



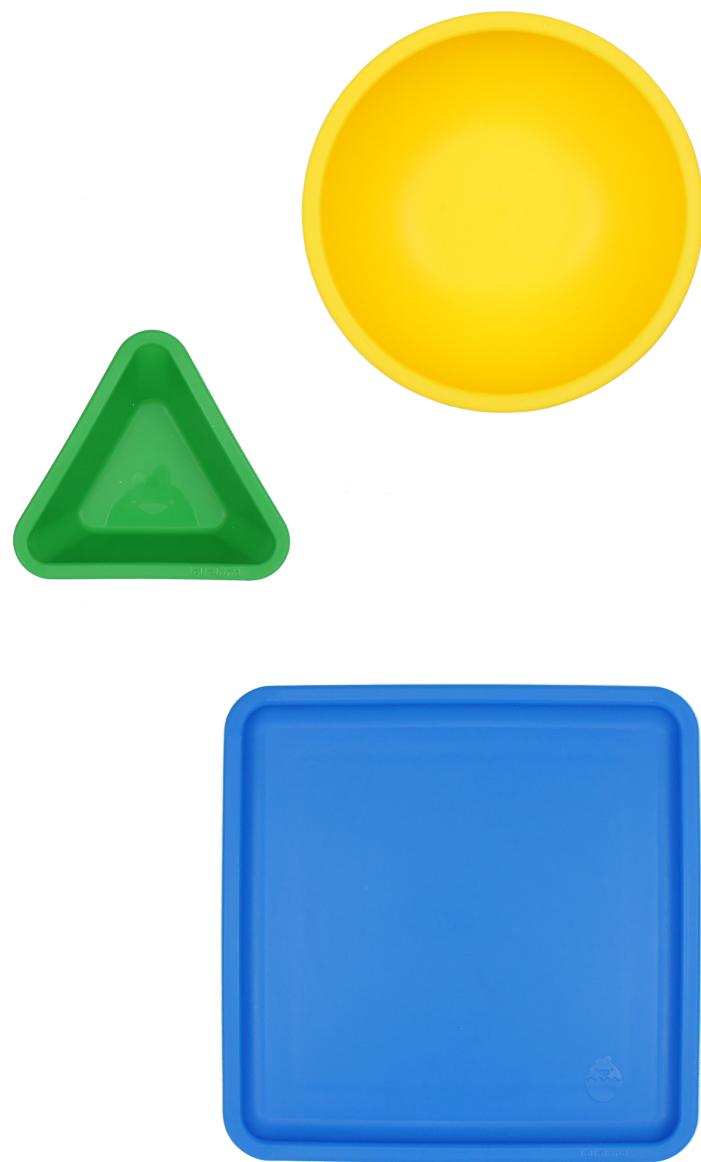
client: Lollaland / role: creative director
design identity, create iconic character,
develop color palette, product design,
packaging design, tradeshow booth design



client: Lollaland / role: creative direction and design

design logo, an iconic character, and develop overall look and feel for brand.

designed bird character and came up with concept for packaging and executed from start to finish. packaging is inspired by brown lunch bags from my childhood. The bird's face peeks out of an egg-shaped die-cut hole to bring intrigue to customers. This modern and sophisticated product Lollacup became a hit on ABC's show Shark Tank and won the investments of Mark Cuban and Robert Herjavec.



client: Lollaland / role: creative direction and design
came up with concept to create a bowl, plate and sauce bowl in simple, geometric shapes.
each piece brings modern sophistication to mealtime. fun and educational for kids.
packaging is inspired by a tin lunch box.



client: Lollaland / role: art direction, design and illustration

design a double-sided play mat with a neutral pattern design on one-side, and a backside with kid-friendly illustration

designed a graphic pattern that appeals to parents (neutral enough to match modern furniture) on one side. the opposite has more colorful yet modern graphic illustrations using the iconic bird character. art

direct the packaging which maintains the fun, friendly yet modern style of the brand.



client: Lollaland / role: design and execution

project: design a modular tradeshow booth that can be easily setup

saved thousands of dollars for client with a innovative, light-weight tradeshow booth design.

the puzzle-like pieces come together as a booth for a quick and easy set-up and can be setup as two different standard tradeshow booth sizes.

SHOP ACTIVITIES #WILLYLIFE

ACCOUNT CART

June 17, 2021

BUCKET LIST PUBLIC GOLF COURSES IN AMERICA

BY CHARLES NELSON, FOUNDER



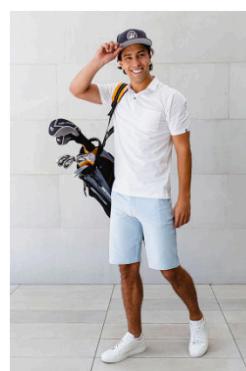
Golf is the perfect way to get outdoors with good friends and enjoy the summer. But, as many golfers know, you can't just golf anywhere.

But, as many golfers know, you can't just golf anywhere. Most of the top courses require a membership that can be costly – especially for a new golfer exploring the sport as a hobby.

The good news is: you don't need to travel far to find amazing public golf courses.

Here are a few dream courses we've had our eye on. They're either courses the pros played on, or they're noteworthy for their beauty and design.

As to just how many shots you bungle, well, that's up to you.




BUCKET LIST PUBLIC GOLF COURSES IN AMERICA

BY CHARLES NELSON, FOUNDER

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THE COURSES

In the interest of geographical diversity, we'll focus each list number on different states and parts of America. But keep in mind, many of these courses are adjacent to other fantastic ones.



1. Pebble Beach, CA:
As golfers, we're contractually obligated to include this one. If we didn't, the golf police would hunt us down at a walking pace. Pebble Beach hosted the U.S. Open in 2019 for a reason. It's easily one of the most beautiful courses in the world. With a winding path over beating surf and the crisp Pacific breeze, every moment of this course is a visual feast.

WILLY CALIFORNIA

LAST CHANCE FOR \$24 OFF



THE WORKOUT TEE \$46

Discount automatically applied.

Stock up on your favorite colors and pick up a pair of shorts so you're ready for every type of workout!

SHOP NOW



SIGN-UP FOR TEXTS AND GET 10% OFF



JOIN WILLY CALIFORNIA REWARDS

FREE GROUND SHIPPING + RETURNS ON ORDERS \$100+

[@](#) [f](#)

Terms and Conditions: Offer expires 5.30.2022. Not valid on previous purchases. Available on in-stock Workout Shorts and Workout Tees only. Cannot be combined with any other offers, discounts or promotions. No rain check/cash redemption. Limit one per customer. Offer may be modified or discontinued at any time without notice. Additional restrictions may apply. Offer is valid at [willycalifornia.com](#) while supplies last. If you have any questions about this offer, please email willy@willycalifornia.com.

client: Willy California / role: design

create blog pages and email campaigns consistent with the brand look and feel



CALIFORNIA

HI, I AM WILLY.

FROM WORK TO
WORKING OUT,
RUNNING ERRANDS
TO RUNNING MILES,
I'M HERE TO GET YOU
THROUGH YOUR
DAY IN LUXURIOUS
COMFORT. MIX AND
MATCH WITH
ALMOST ANY COLOR
AND PIECE IN
THE LINE FOR
EFFORTLESS STYLE.

@ WILLYCALIFORNIA
WILLYCALIFORNIA.COM

MADE IN CALIFORNIA

BUY ONE, GET ONE
50%
OFF

THE TRAINING SHORTS
THE WORKOUT SHORTS

Stock up on your favorite style
or mix and match shorts
so you're ready for every type of workout!

SHOP NOW

SIGN-UP FOR TEXTS AND GET 20% OFF
JOIN WILLY CALIFORNIA REWARDS

FREE GROUND SHIPPING + RETURNS

Terms and Conditions: Offer expires 1.24.2021. Not valid on previous purchases. Available on in-stock Workout Shorts and Training Shorts only. Discount applies to item(s) of lesser value. Cannot be combined with any other offers, discounts or promotions. No rain check/cash redemption. Offer may be modified or discontinued at any time without notice. Additional restrictions may apply. Offer is valid at willycalifornia.com while supplies last. If you have any questions about this offer, please email willy@willycalifornia.com.

WILLY CALIFORNIA

IT'S OUR BIRTHDAY! IT'S

SUMMER SALE SUMM

On July 23, 2019, we launched our dream — Willy California. Made for the entrepreneur in everyone, we focused on:

PERFORMANCE FABRIC
LUXURIOUS COMFORT
UNPARALLELED FIT
EFFORTLESS STYLE

To celebrate three years, we're offering
23% off site wide, today only.
Cheers to many more years (and styles) to come!

SHOP NOW

BEST SELLER

The Standard Tee
Venice
\$39 - \$70-

The Workout Shorts
Catalina
\$54 - \$70-

The Run-Around Shorts
Indio
\$54 - \$70-

The Athletic Polo
Malibu
\$70 - \$90-

SHOP NOW

SIGN-UP FOR TEXTS AND GET 10% OFF
JOIN WILLY CALIFORNIA REWARDS

FREE GROUND SHIPPING + RETURNS ON ORDERS \$100+

Instagram icon
Facebook icon

client: Willy California / role: design

create a hangtag that highlights “made in california” and create email campaigns

some include animated gifs to add dynamic energy to the emails

STYLE 201

SUGGESTED PRICE \$70



STYLE 302

SUGGESTED PRICE \$80



STYLE 101

SUGGESTED PRICE \$50



hollywood
000



mendocino
004



coliseum
002



coronado
009



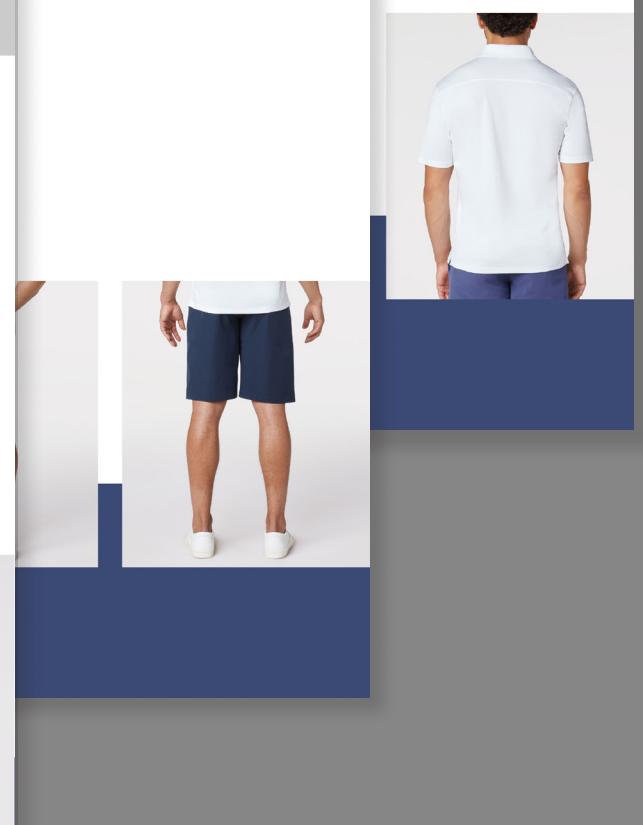
venice
003



malibu
007



tahoe
001



WILLY CALIFORNIA

client: Willy California / role: art direction and design

design a linesheet appropriate for the brand that displays boldness and modern style of the brand.

file was created to be editable in PowerPoint for the client to update and add new styles as needed.

PLAY 2 PROGRESS

client: Play 2 Progress / role: identity and brand development
develop branding for a childrens' occupational therapy gym in west hollywood



client: Play 2 Progress / role: art direction and design

description: business card design for children's OT gym



PLAY 2 PROGRESS

classes | methodology | our team | parent support | consultations and training | contact | shop

Hands on Play

come play with us!

Welcome to Play 2 Progress! Created by occupational therapists with a specialty in sensory integration, we provide hands-on classes for kids, parental support, training for schools and childcare providers and 1:1 OT consultations.

[continue reading +](#)



STAGE NOT AGE

The Play to Progress method puts an emphasis on stage, rather than age.

[continue reading +](#)

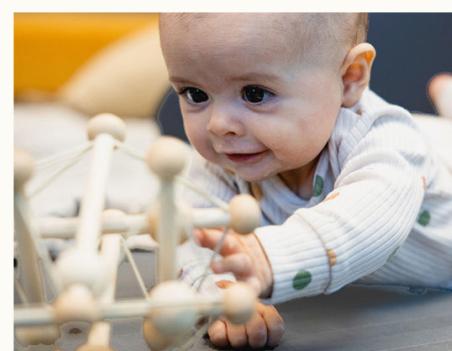
[learn more](#)

PLAY 2 PROGRESS METHODOLOGY

Play 2 Progress is a child development and parenting approach based on a foundation of science-backed physical and cognitive sensory learning principles...

[continue reading +](#)

[our values and curriculum](#)



PLAY 2 PROGRESS

Hands on Play

come play with us!

Welcome to Play 2 Progress! Created by occupational therapists with a specialty in sensory integration, we provide hands-on classes for kids, parental support, training for schools and childcare providers and 1:1 OT consultations.

[read +](#)



PLAY 2 PROGRESS

West Hollywood Littlest Ninjas

12-24 MONTH OLDS



Littlest Ninjas is a perfect class to get you and your toddler moving! Your Little Ninja will get to explore our sensory gym while developing their focus.

client: Play 2 Progress / role: art direction and design

design a responsive website



client: Foursquare Missions International / role: design and illustration

design and illustrate label that can wrap around a pringles chip container to re-use as a donation collection can



client: Foursquare Missions International / role: design and illustration

design and illustrate a cohesive campaign for web and social media



client: Foursquare Missions International / role: design and illustration

description: design and illustrate a "map" for conference brochure (inside)



client: KICKS Sole Provider / role: creative direction and design

design + develop logo and branding for footwear boutique

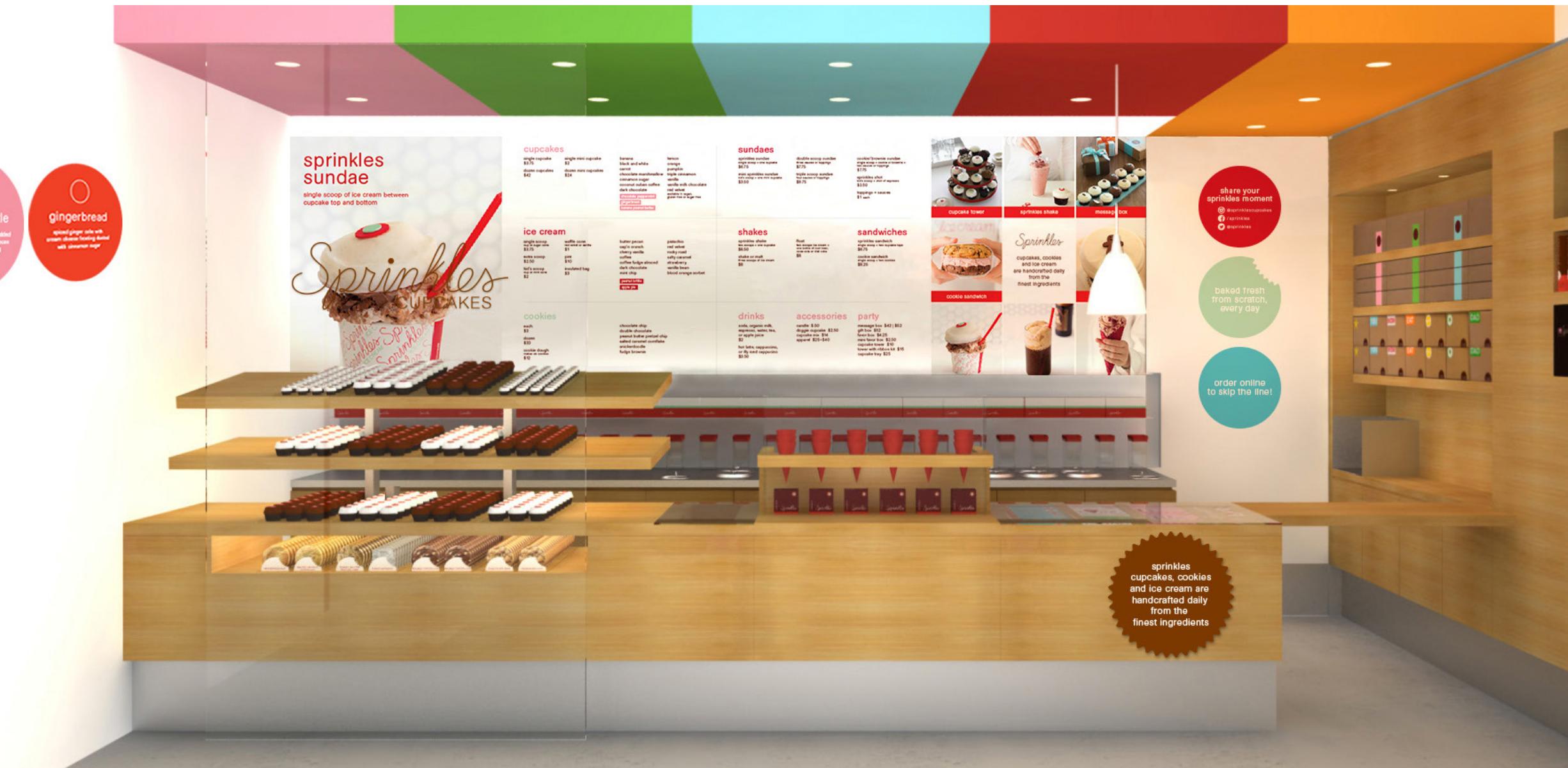


client: KICKS Sole Provider / role: art direction and design

design and execute business card design from start to finish



client: Sprinkles Cupcakes role: art direction and design
create graphic illustration that displays love of Sprinkles for Vday campaigns



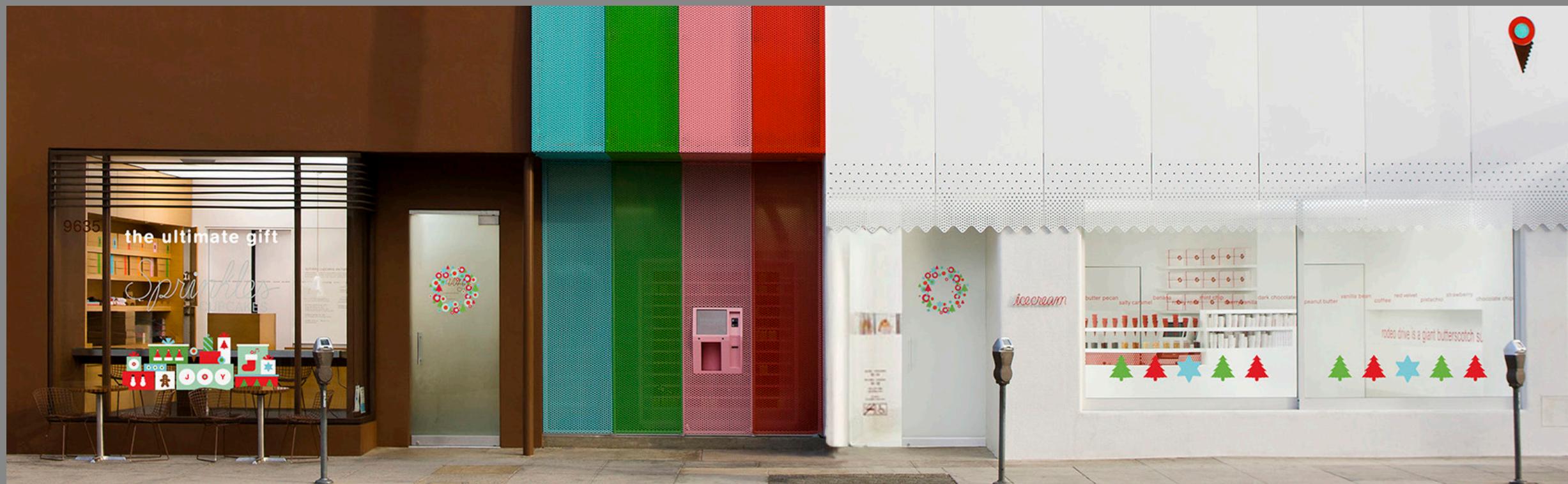
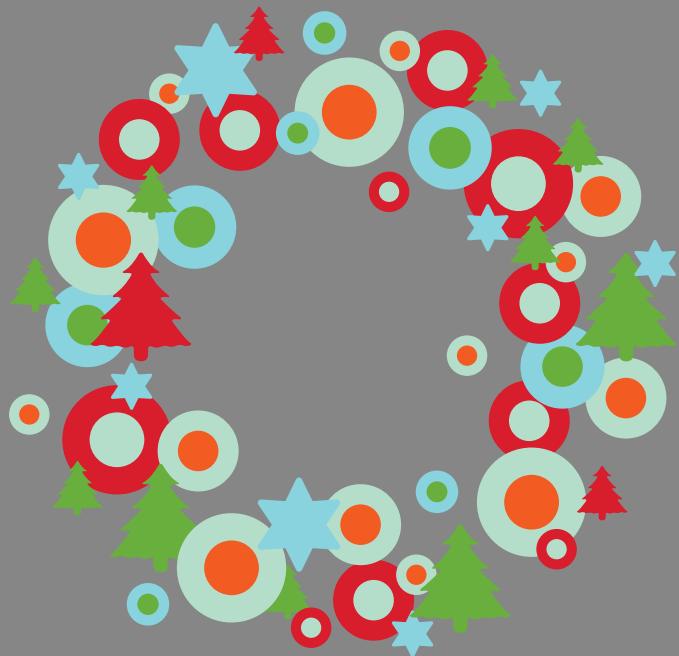
client: Sprinkles Cupcakes and Ice Cream / role: art direction and design

menu/wayfinding from concept to print



client: Sprinkles Cupcakes / role: design

design cupcake emoji icons for social media campaigns



client: Sprinkles Cupcakes

project: Sprinkles Holidays Campaign

description: Storefront Design for Holidays



client: Sprinkles Cupcakes / role: art direction and design

design Sprinkles halloween campaign cohesive in digital and physical space.

design email campaigns and storefront vinyl graphics with BOO theme



client: Sprinkles Cupcakes / role: art direction and design

design concepts for employee apparel for halloween



client: Sprinkles Cupcakes / role: art direction and design

design a series of invitations for Evite platform



client: Sprinkles Cupcakes / role: art direction and design

create Sprinkles tablet wallpapers

Thank you.

Get in touch.

oakson@gmail.com / 510 502 9299 / Hercules, California