

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

Let's get to know each other.

[oakson@gmail.com](mailto:oakson@gmail.com) / 510 502 9299 / Hercules, California

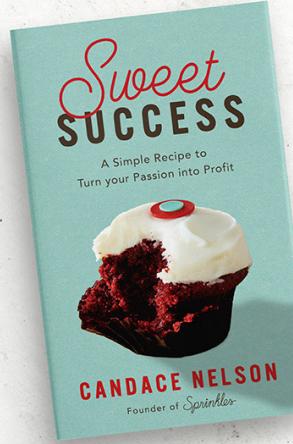
HOME SWEET SUCCESS TUNE IN ABOUT CANDACE  RECIPES BLOG BAKE WITH ME  

# 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  ≡



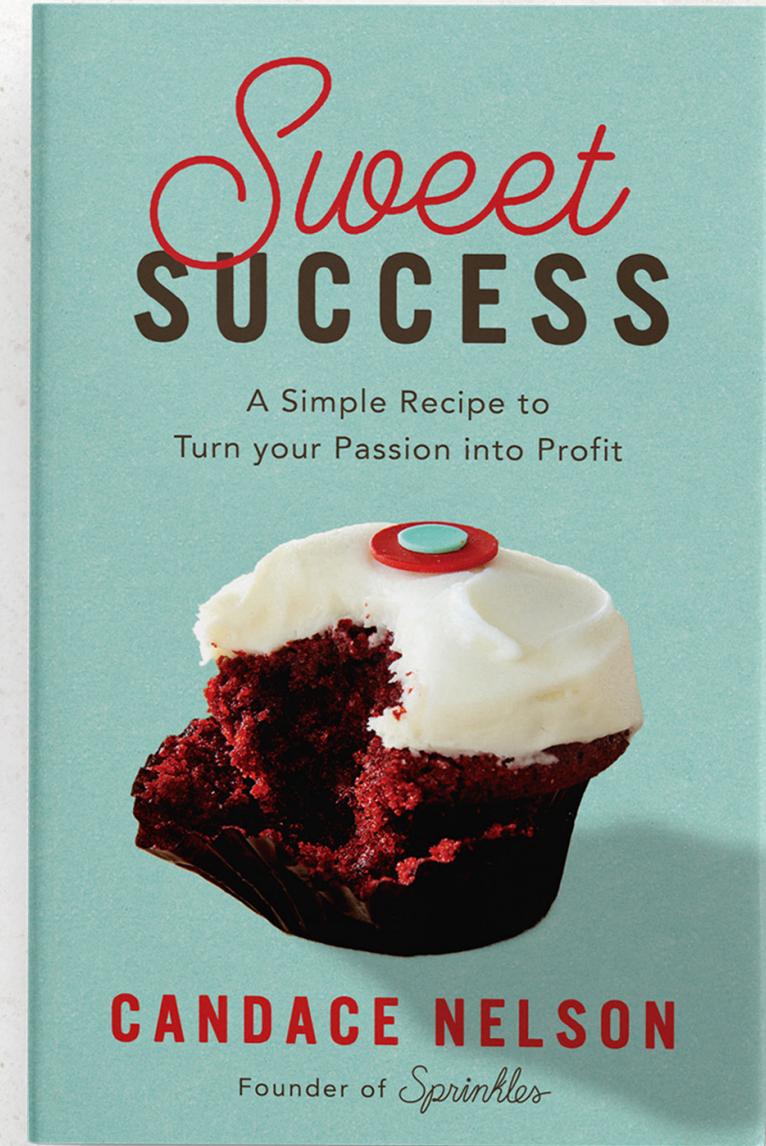
WELCOME TO MY STUDIO



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

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

Uncle jomule



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

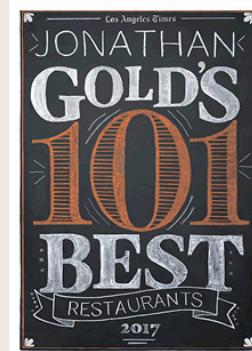
ZAGAT

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

PIZZAIOLI 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](http://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, straciatella di burrata, balsamic



### POLENTA BOLOGNESE

crispy polenta, beef bolognese, ricotta, parmesan 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](http://GOLDBELLY.COM/PIZZANA)

Get \$20 off your first order with code Goldb3llyit

Pizzana for everyone! Packages feature gluten free options.



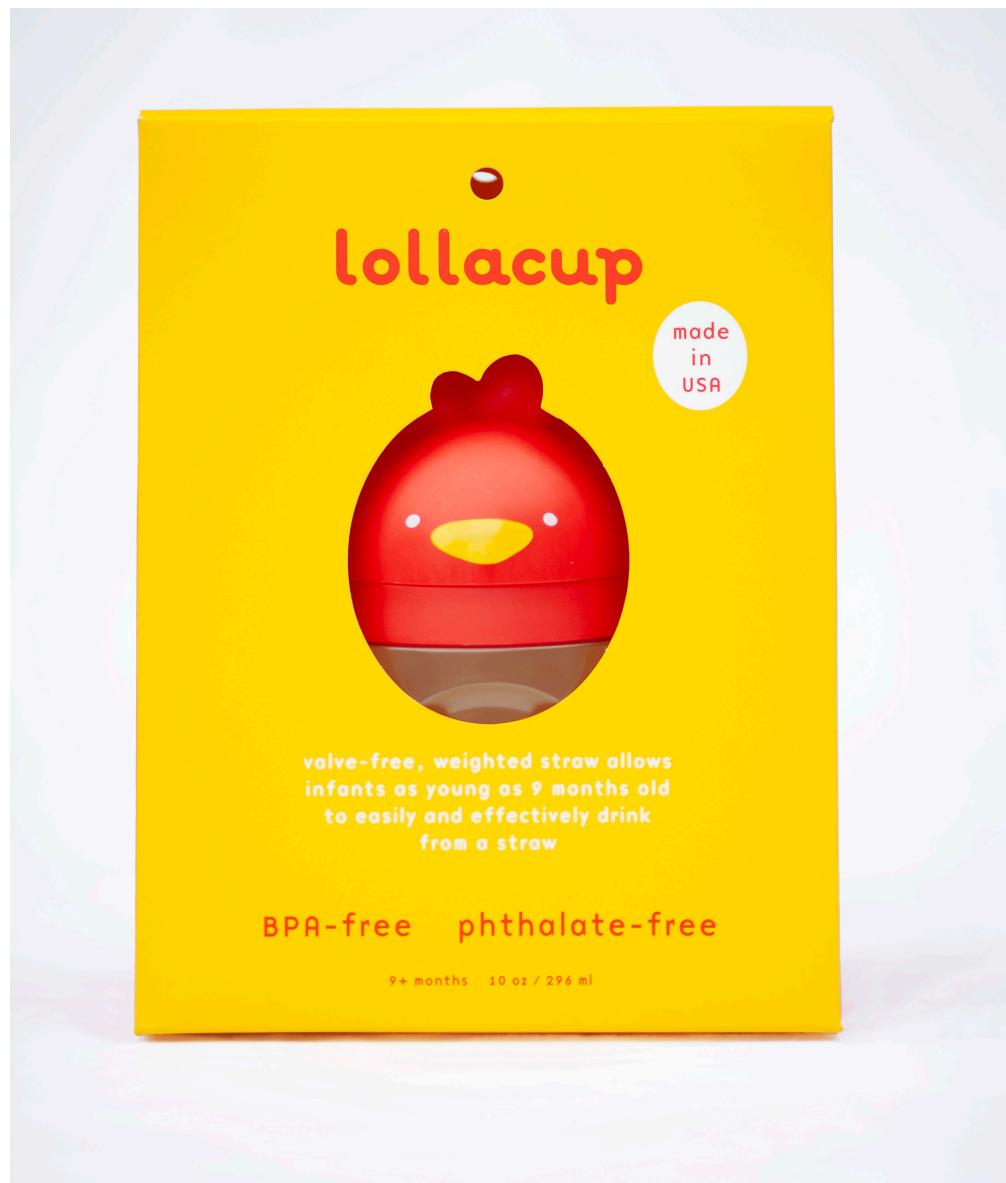
client: Pizzana / role: design

postcard designs for various marketing campaigns within a cohesive brand style

# lollaland®



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

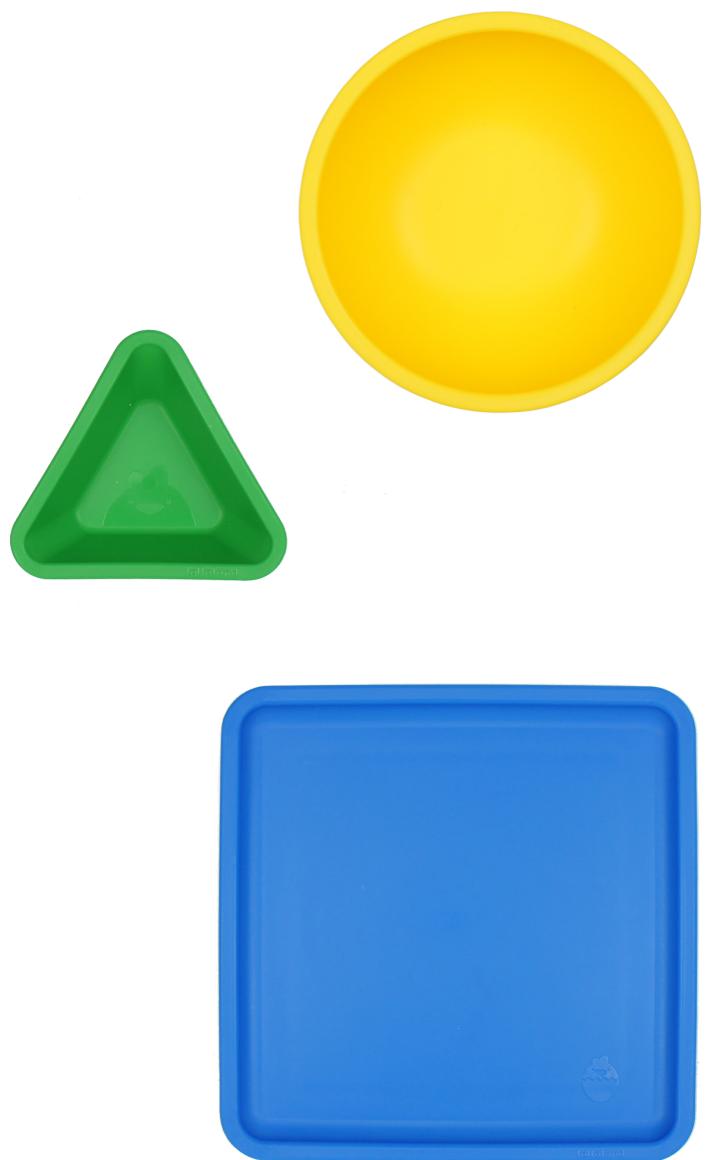


client: Lollaland / role: creative direction and design

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.




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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](mailto: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**

Discount automatically applied.

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

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

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](#)

The Standard Tee  
Venice  
\$39 - \$79-

**BEST SELLER**  
The Workout Shorts  
Catalina  
\$39 - \$79-

The Run-Around Shorts  
Indio  
\$54 - \$79-

The Athletic Polo  
Malibu  
\$70 - \$99-

[SHOP NOW](#)

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

FREE GROUND SHIPPING + RETURNS ON ORDERS \$100+

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

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**

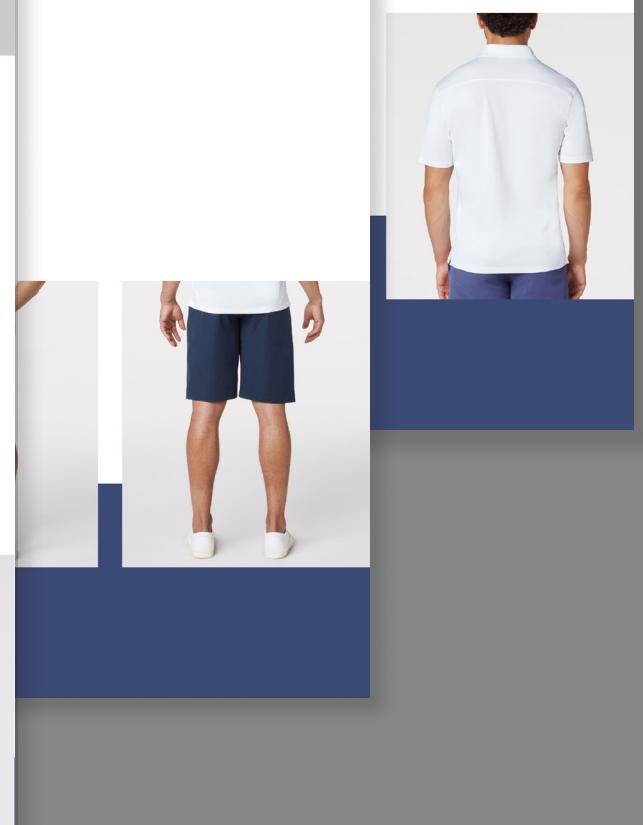
SUGGESTED PRICE \$70

**STYLE 302**

SUGGESTED PRICE \$80

**STYLE 101**

SUGGESTED PRICE \$50

hollywood  
000mendocino  
004coliseum  
002coronado  
009venice  
003malibu  
007tahoe  
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 +](#)

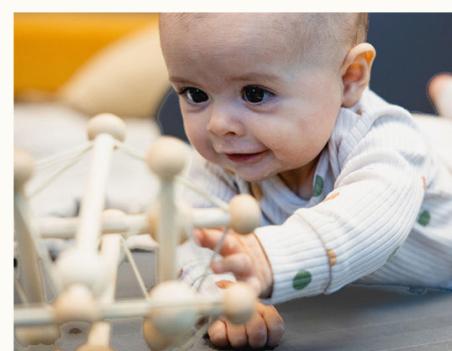
[learn more](#)

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)



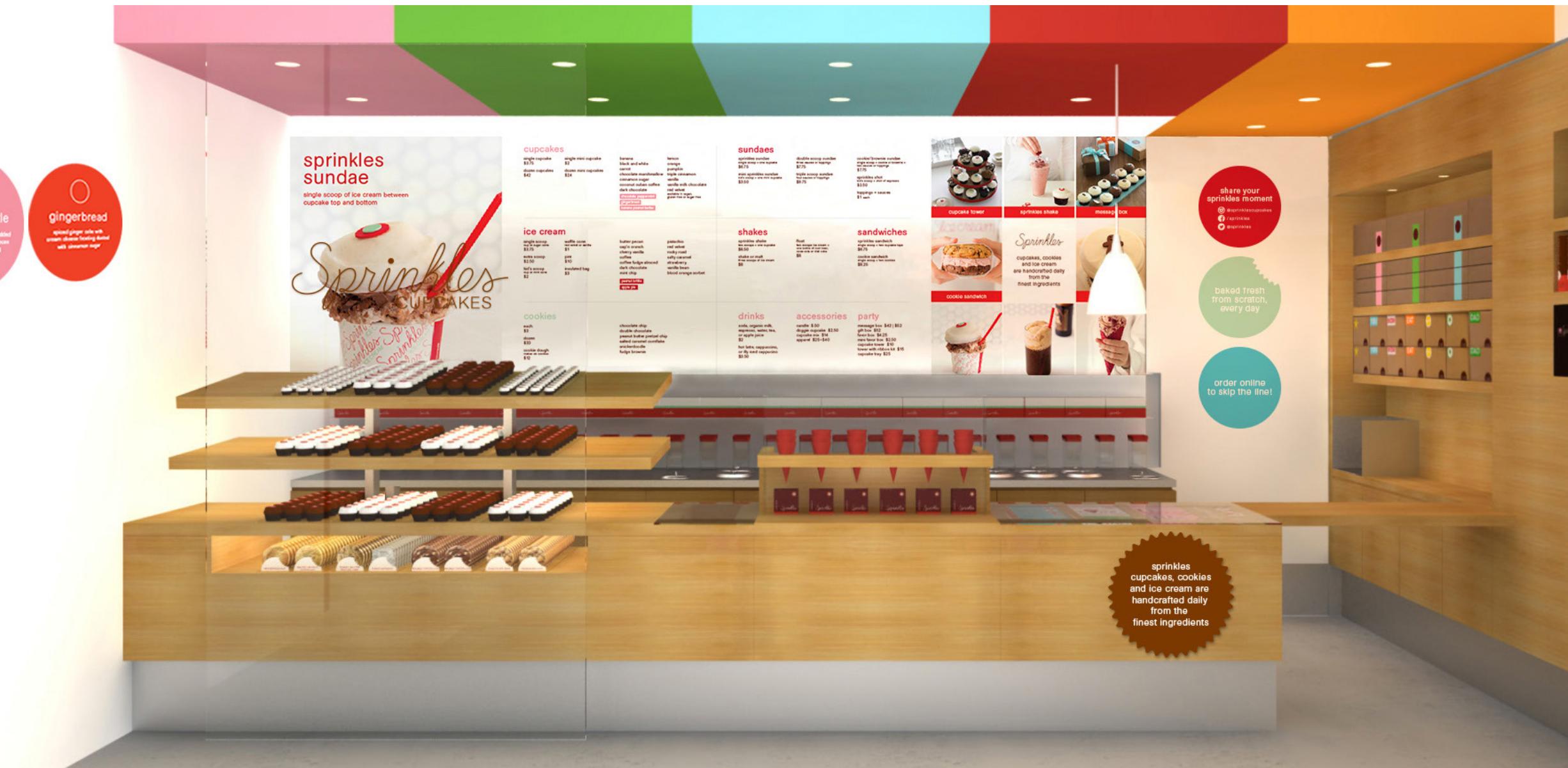
client: KICKS Sole Provider / role: creative direction and design  
design + develop logo and branding for footwear boutique



client: KICKS Sole Provider / role: art direction and design  
design and execute business card design from start to finish



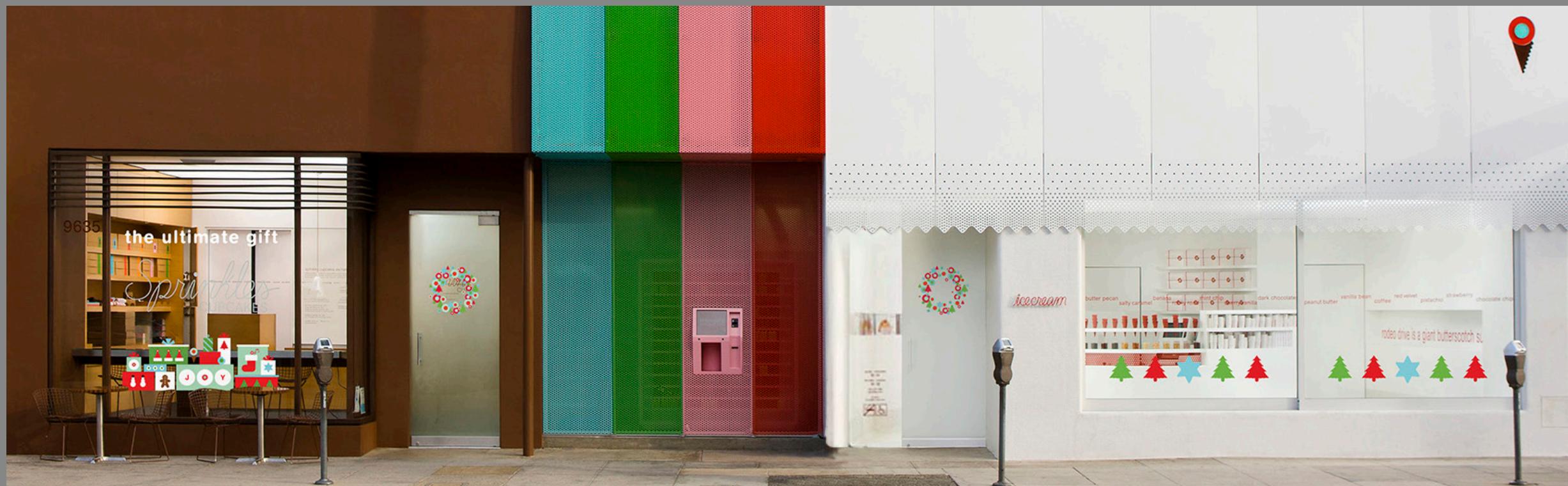
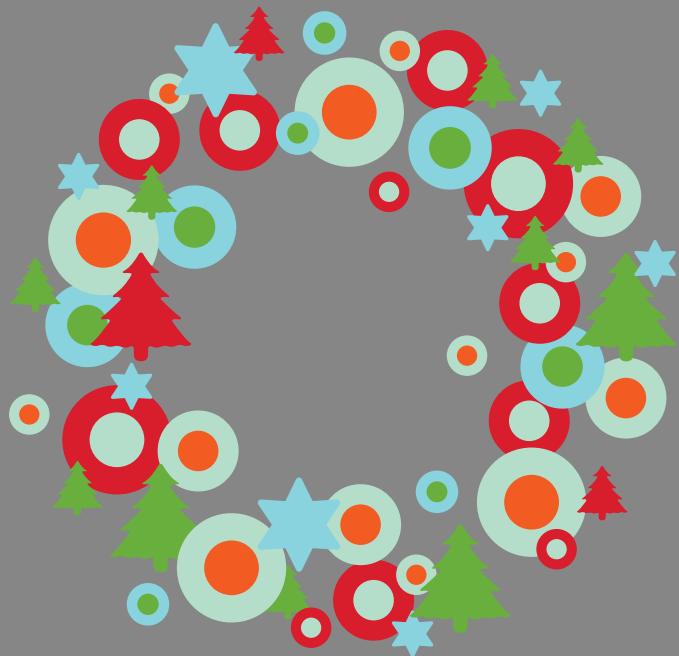
client: Sprinkles Cupcakes role: art direction and design  
create graphic illustration that displays love of Sprinkles for Vday campaigns



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](mailto:oakson@gmail.com) / 510 502 9299 / Hercules, California