

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

Let's get to know each other.

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

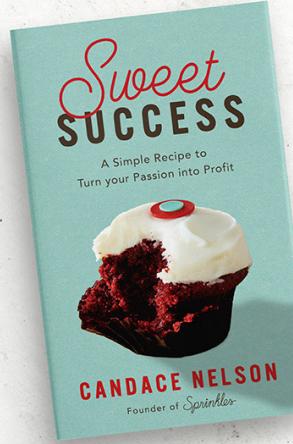
HOME SWEET SUCCESS TUNE IN ABOUT CANDACE  RECIPES BLOG BAKE WITH ME  

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  ≡

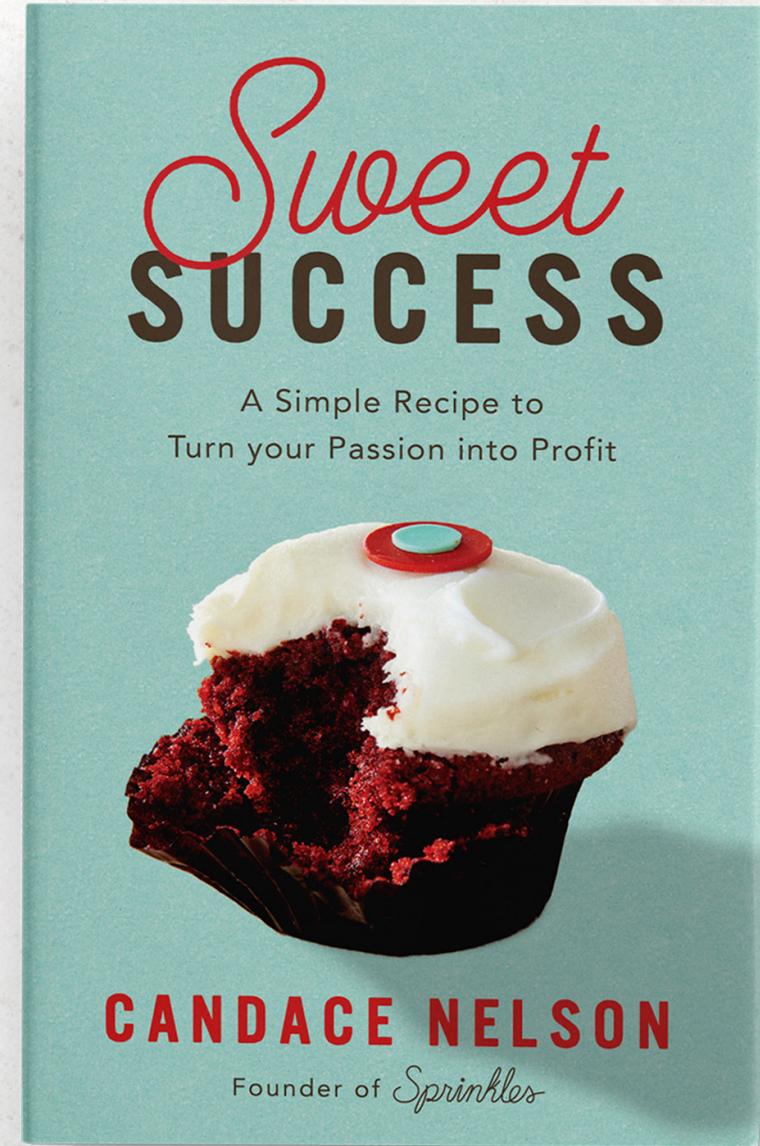


WELCOME TO MY STUDIO



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

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



project: special shipping box for influencers, including custom tissue paper, sticker and postcard with QR codes

art direction and design
client: Candace Nelson

Sweet
SUCCESS

@CANDACENELSON   

CANDACE@CN2VENTURES.COM

FROM THE *Sweet* DESK OF CANDACE NELSON

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

Uncle jombe



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

PIZZANA

client: Pizzana / role: freelance graphic designer

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

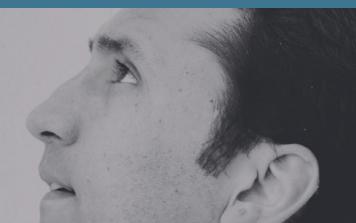
A NEAPOLITAN PIZZERIA FROM
CANDACE and CHARLES NELSON
OF SPRINKLES CUPCAKES AND PARTNERS
CHRIS and CAROLINE O'DONNELL,

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

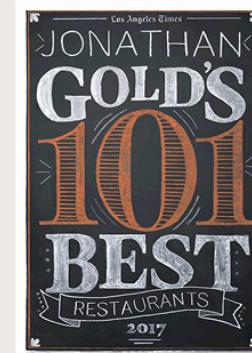
ZAGAT

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



FOOD&WINE

Los Angeles Times

Los Angeles Times



client: Pizzana / role: design

project: 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

MENU**

ANTIPASTI

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

INSALATE

- / cavelotto 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

project: catering infosheet and email campaign designs

description: design catering sheet, design and implement email campaigns

**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.



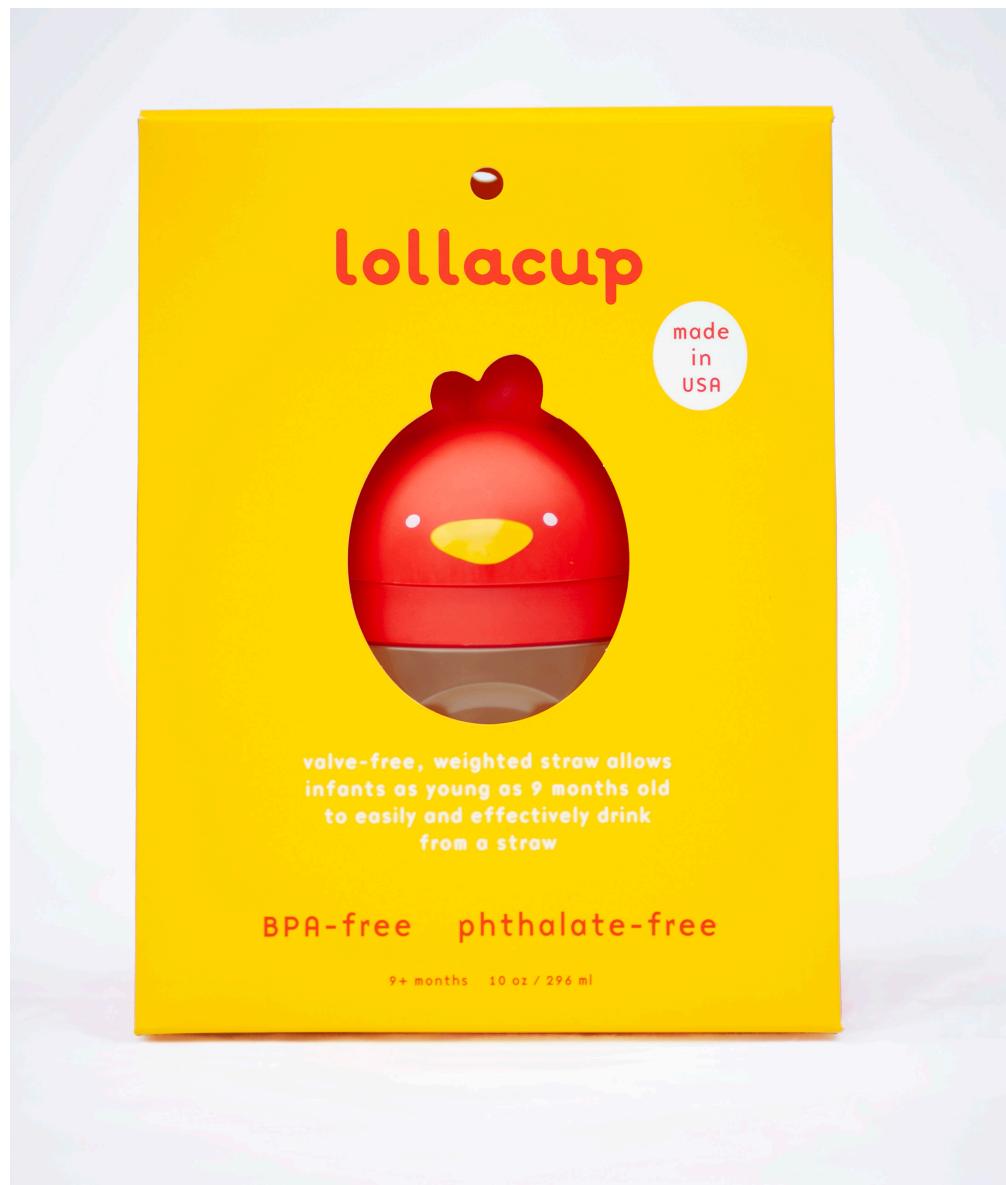
client: Pizzana / role: design

project: postcard design

description: design postcards for various marketing campaigns and maintain cohesive brand excellence

lollaland®

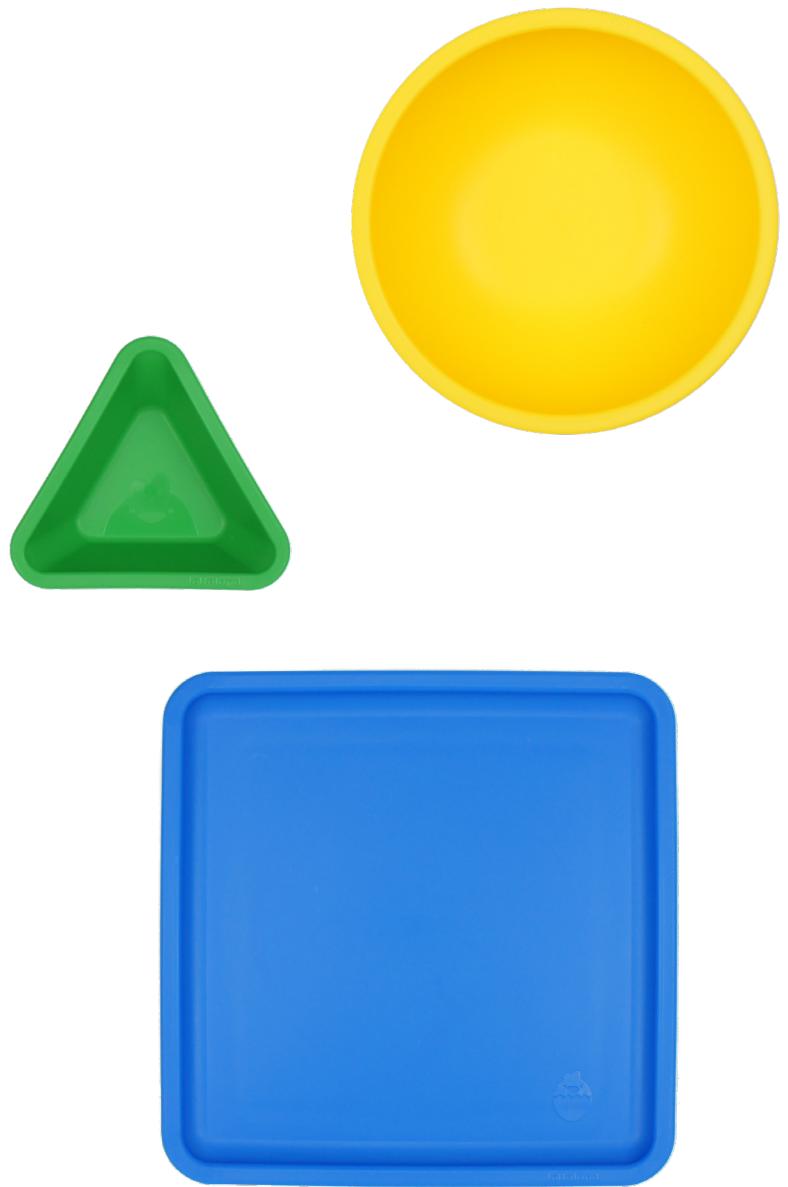




client: Lollaland / role: creative direction and design

project: design a sippy cup character, provide direction on overall look and feel and design packaging

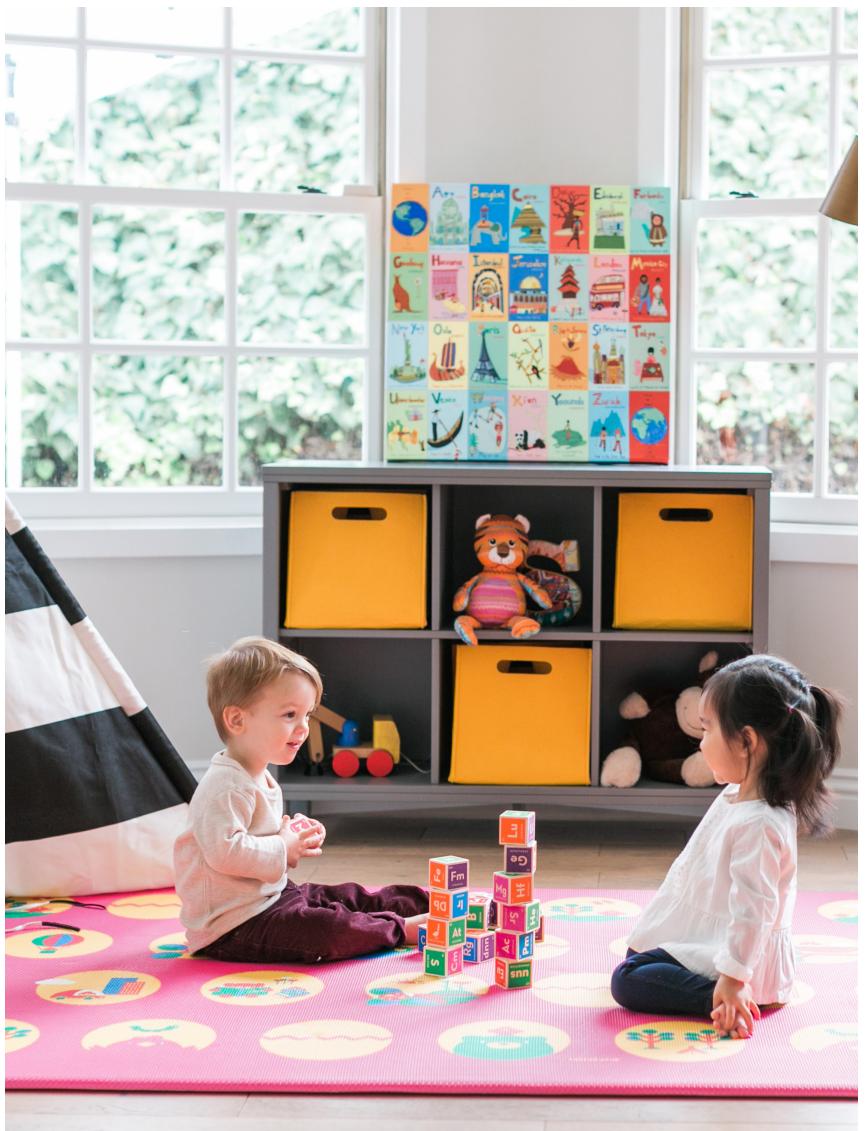
description: design a sippy cup character and packaging from start to finish. The modern and sophisticated bird character is created to bring life to Lollacup, which became a hit on ABC's Show Shark Tank. The packaging is inspired by the nostalgic brown lunch bag from childhood. The bird's face peeks out of an egg-shaped die-cut hole to bring intrigue to customers.



client: Lollaland / role: creative direction and design

project: design a mealtime set and packaging

description: the simple, geometric shapes of the bowl, plate and sauce bowl bring modern sophistication to mealtime. fun for kids and educational in learning shapes, i came up with the concept for product and packaging and directed from start to finish. The packaging is inspired by a tin lunch box.



client: Lollaland role: art direction, design and illustration

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

description: I came up with a graphic pattern that would appeal to parents (neutral enough to match modern furniture!) on one side. The opposite has more colorful yet modern graphic illustrations using bird character. I also art directed 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

description: We saved thousands of dollars for our client with our innovative, light-weight tradeshow booth. The puzzle-like pieces come together as a booth for a quick and easy set-up. We saved thousands of dollars for client with every tradeshow booth since the pieces are light and compact for shipping.

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

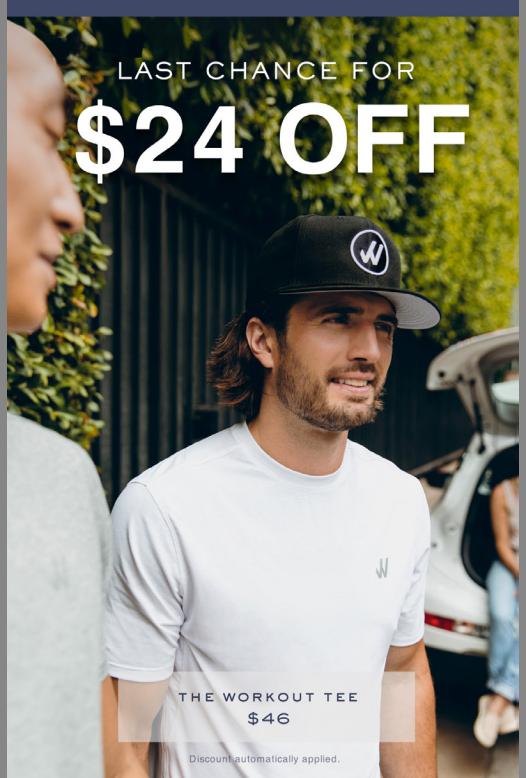
In the interest of geographical diversity, we'll focus each list number on different states and parts of America. But keep in mind, many of these courses are adjacent to other fantastic ones.



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.
photo: pebblebeach.com

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

project: blog page and blog email design

description: create a blog page and consistent with the brand look and feel



**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

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

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+

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

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, design and execution

project: design a linesheet that is editable in PowerPoint

description: design a linesheet appropriate for the brand that clearly displays the style numbers and colors offered.

The 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

project: identity / branding

description: develop branding for a childrens' occupational therapy gym in west hollywood



client: Play 2 Progress

project: stationary

description: business card design



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

project: web UI / UX

description: design a responsive website



client: Foursquare Missions International

project: illustration and packaging design to collect donations

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



client: Foursquare Missions International

project: web and social media graphics

description: design and illustrate campaign and execute a cohesive campaign for web and social media



client: Foursquare Missions International

project: brochure design + illustration

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



client: KICKS Sole Provider

project: identity / branding

description: design + develop logo and branding for footwear boutique



client: KICKS Sole Provider

project: business card design

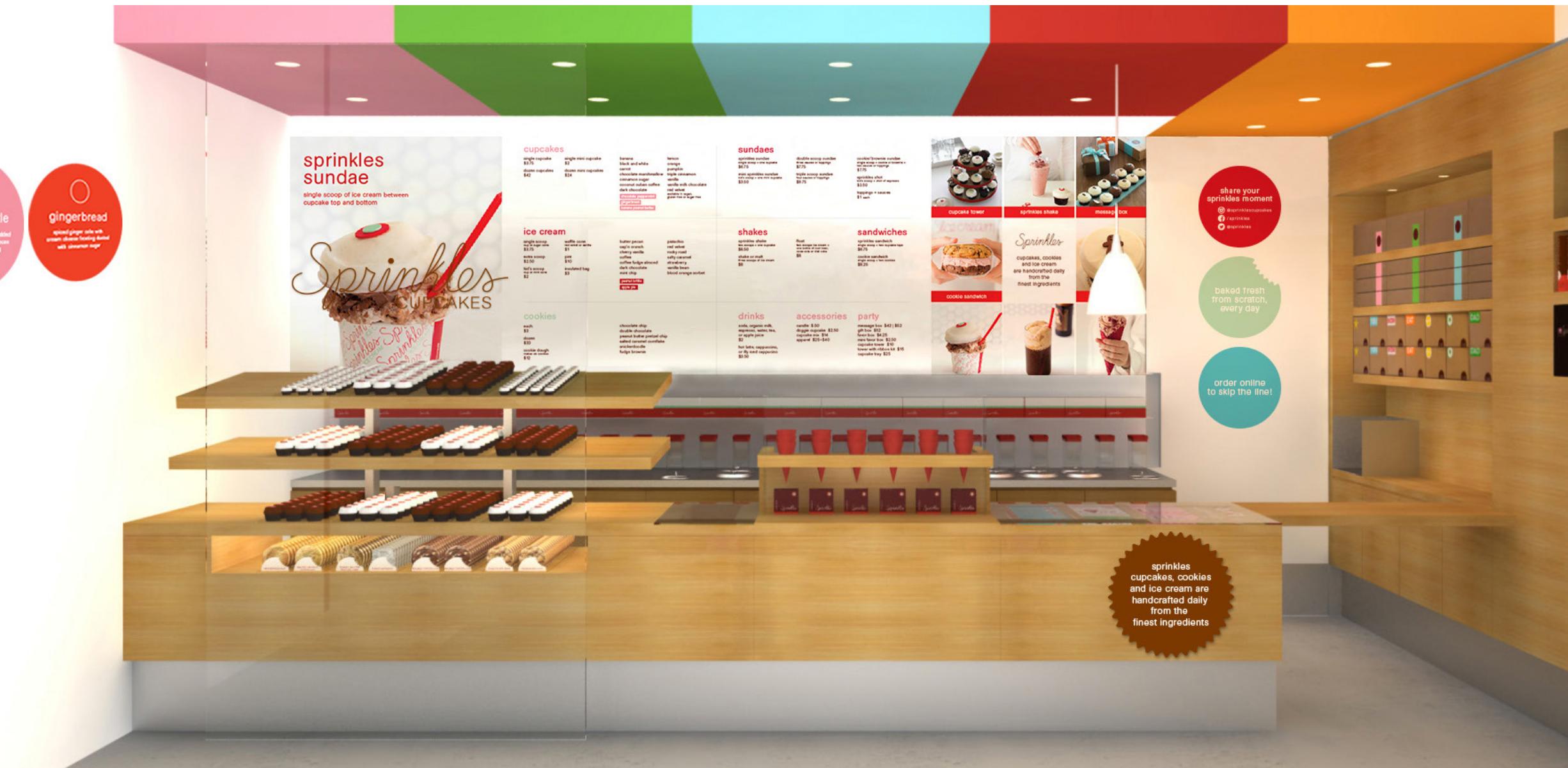
description: design and execute business card design from start to finish



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



client: Sprinkles Cupcakes / role: art direction and design
project: Cupcake Emoji Design
description: design cupcake emoji icons for social media campaign



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

project: menuboard wayfinding

description: design in-store menu system from concept to print



client: Sprinkles Cupcakes / role: art direction and design

project: Sprinkles halloween (BOO) campaign

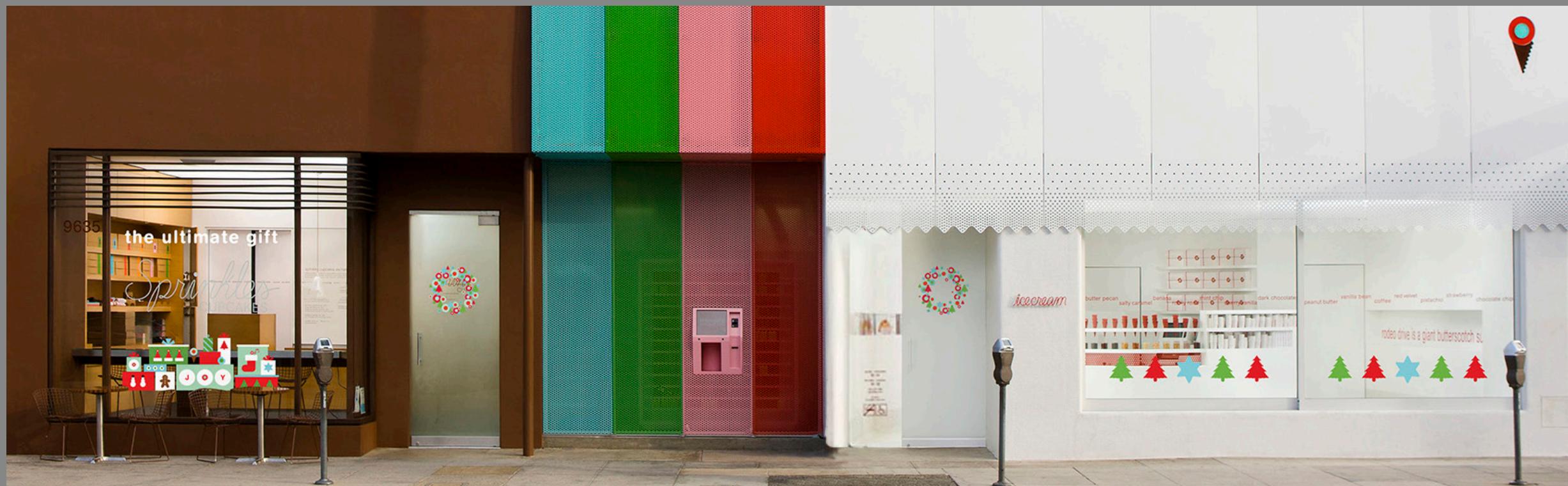
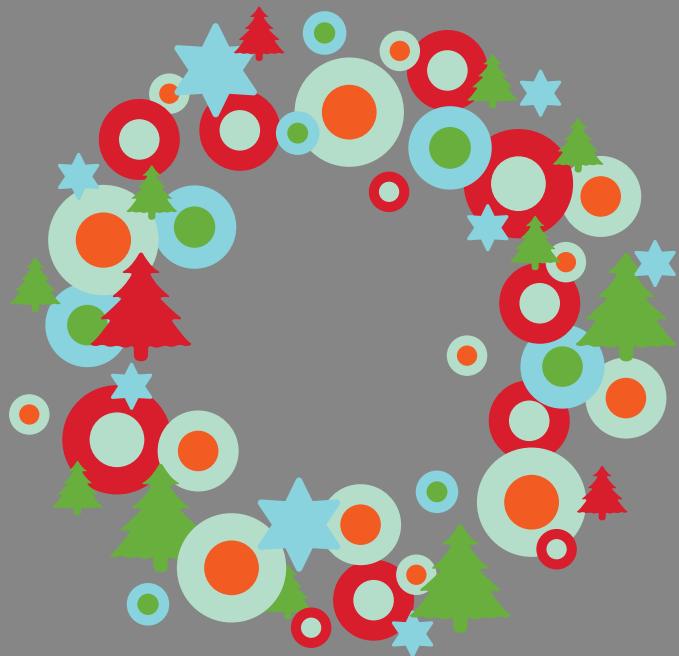
description: email blast + storefront design (vinyl graphics)



client: Sprinkles Cupcakes / role: art direction and design

project: Sprinkles halloween (boo) campaign

description: design concepts for employee apparel



client: Sprinkles Cupcakes
project: Sprinkles Holidays Campaign
description: Storefront Design for Holidays



client: Sprinkles Cupcakes / role: art direction and design
project: Evite email templates
description: series of invitation designs for Evite platform



client: Sprinkles Cupcakes / role: art direction and design

project: Sprinkles tablet wallpaper designs

description: create fun wallpapers on point with the Sprinkles brand

Thank you.

Get in touch.

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