

PORTFOLIO



INTRODUCTION

Introduction

My name is Ophélie Olsen and I've been a designer for the last four years.

I'm a graphic designer, specialised in **event communication and branding strategy.**

My mission is to help venues, artists, brands, and independent businesses bring their vision to life.

MY WORKS

Works Overview

In this collection, you'll find a mix of projects that range from branding projects to event communication.



Skate At MACBA

01 BRANDING

S K A T E A T M A C B A



Skate At MACBA Branding

This project is a tribute to MACBA, one of the most iconic skateboarding spots in the world. I created a virtual museum where each month an artist shares work inspired by this legendary place, supported by an online shop offering exclusive merch.

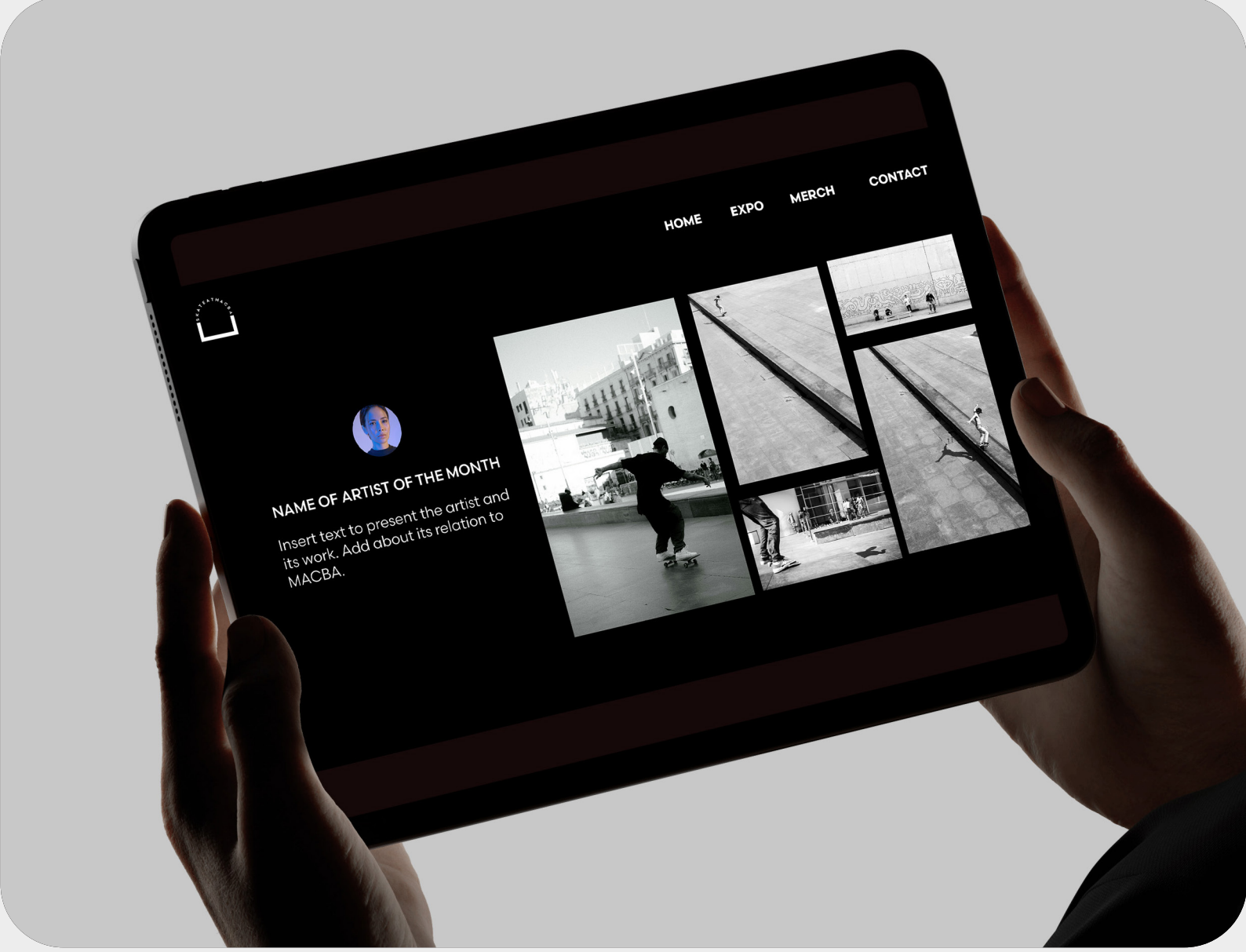
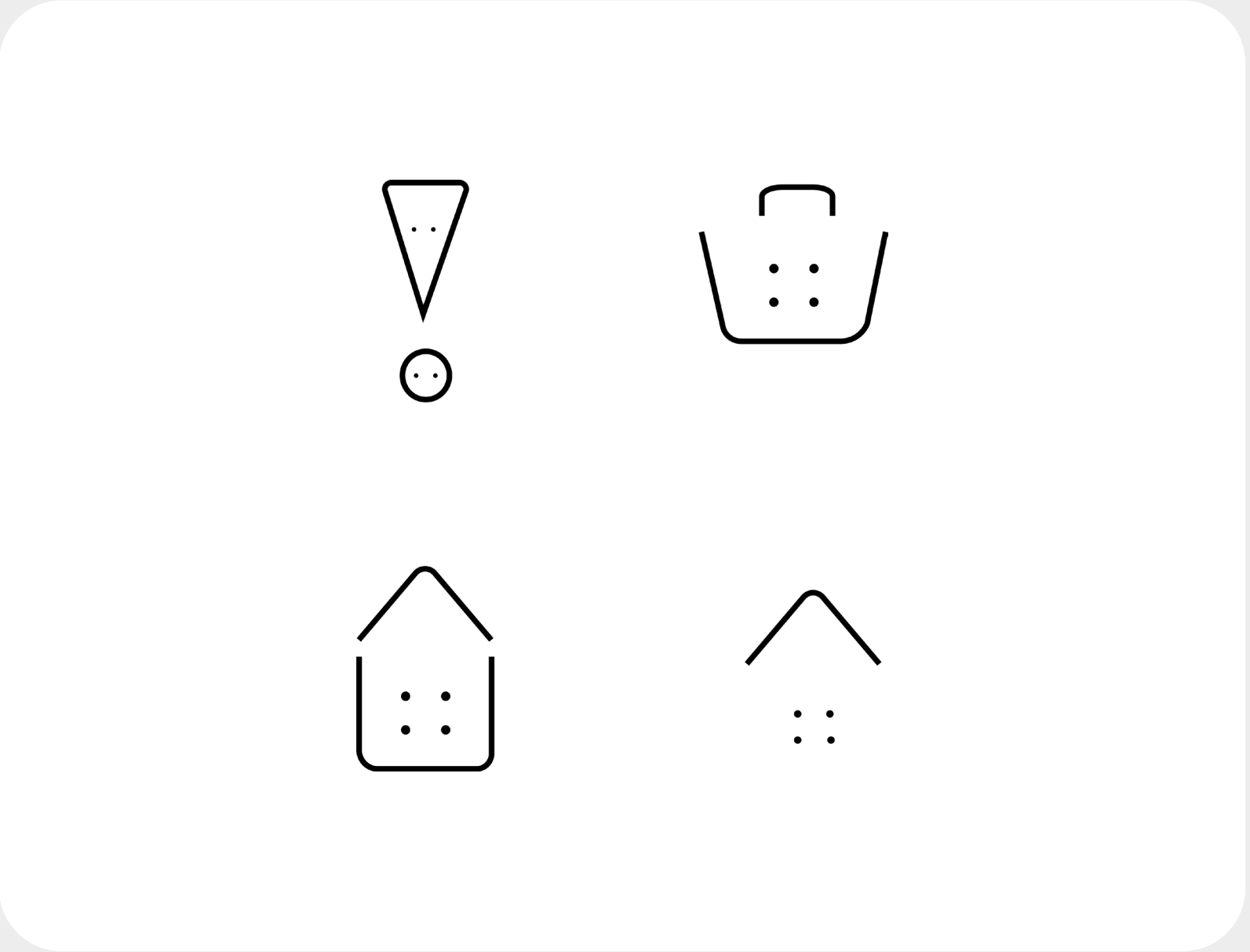
From visual identity to website, social media, and products, I handled every part of the design process on my own. I laso created iconography that can be used on social media cards or on the website.

The aim was to mix the minimalism of MACBA's identity to the skate culture. Which comes in ti add a little extra touch.

What started as a concept project has since evolved into my brand, Don't Touch My Spot, defending iconic skate and surf spots against mass tourism.

IMAGE ONE: Tote bag cretaed for the merchandising.
IMAGE TWO: Homepage of the online museum.
IMAGE THREE: Instagram post.

IMAGE FOUR: Instagram post.
IMAGE FIVE: Template artists' page.
IMAGE SIX: Iconography for the website.



D O N ' T . T O U C H . M Y . S P O T



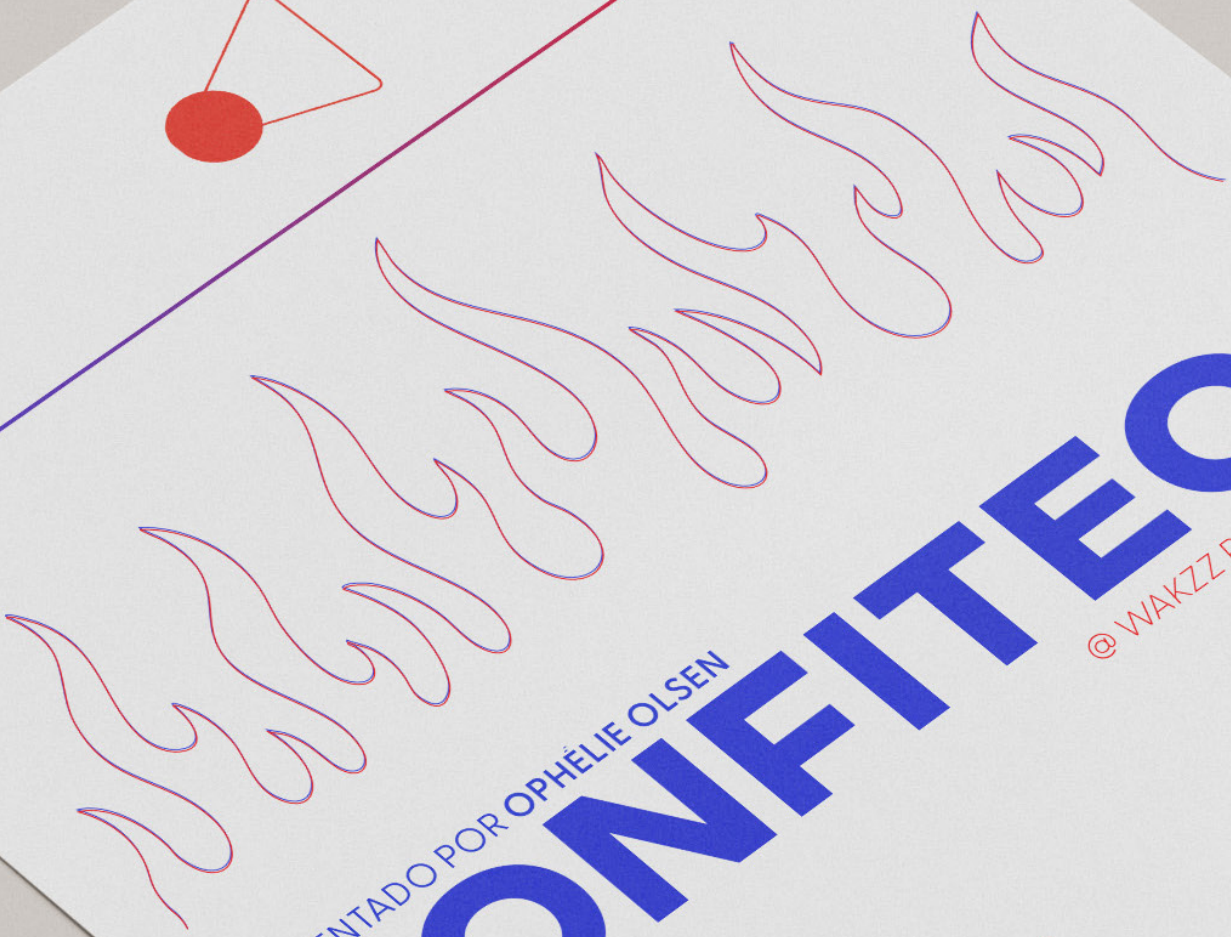
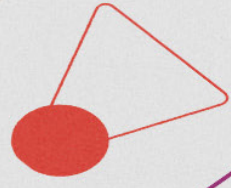


Confiteor

02 EVENT BRANDING

EXPOCISION
MUSICA

20h00
18.07.2025



PRESENTADO POR OPHÉLIE OLSEN

CONFITEOR

@ WAKZZ POINT COWORKING

RESERVA TUS ENTRADA POR AQUI:



EXPOC
MUSICA

PRECIO: 10€ POR ENTRADA, QUE INCLUYE:

- ACCESO AL EVENTO
- UNA BEBIDA DE BIENVENIDA
- LA POSIBILIDAD DE GANAR UNA CAMISETA!



AV. RAFAEL PUIG - LAS AMERICAS
CENTRO COMMERCIAL CITY CENTER-LOCAL 93



RESERVA TUS ENTRADA POR AQUI:



PRESENTADO POR
CO

PRECIO: 10€ POR ENTRADA, QUE INCLUYE:

- ACCESO AL EVENTO
- UNA BEBIDA DE BIENVENIDA
- LA POSIBILIDAD DE GANAR UNA CAMISETA!

Confiteor

Event Branding

This project is a branding project for one of my personal event. The event was composed of a musical performance and a exhibition of some of my illustration work.

I wanted to design a strong visual identity, in order to create a whole universe around the event. The main assets to design were the poster, and the program.

First step was to create the visual identity, which was inspired by the poem “Confiteor” by Baudelaire and from my own visual identity that I’ve developed throughout the years. I wanted to use the duality exposed in the poem and mix it with my own colors. You can find this also in the illustrations I showed.

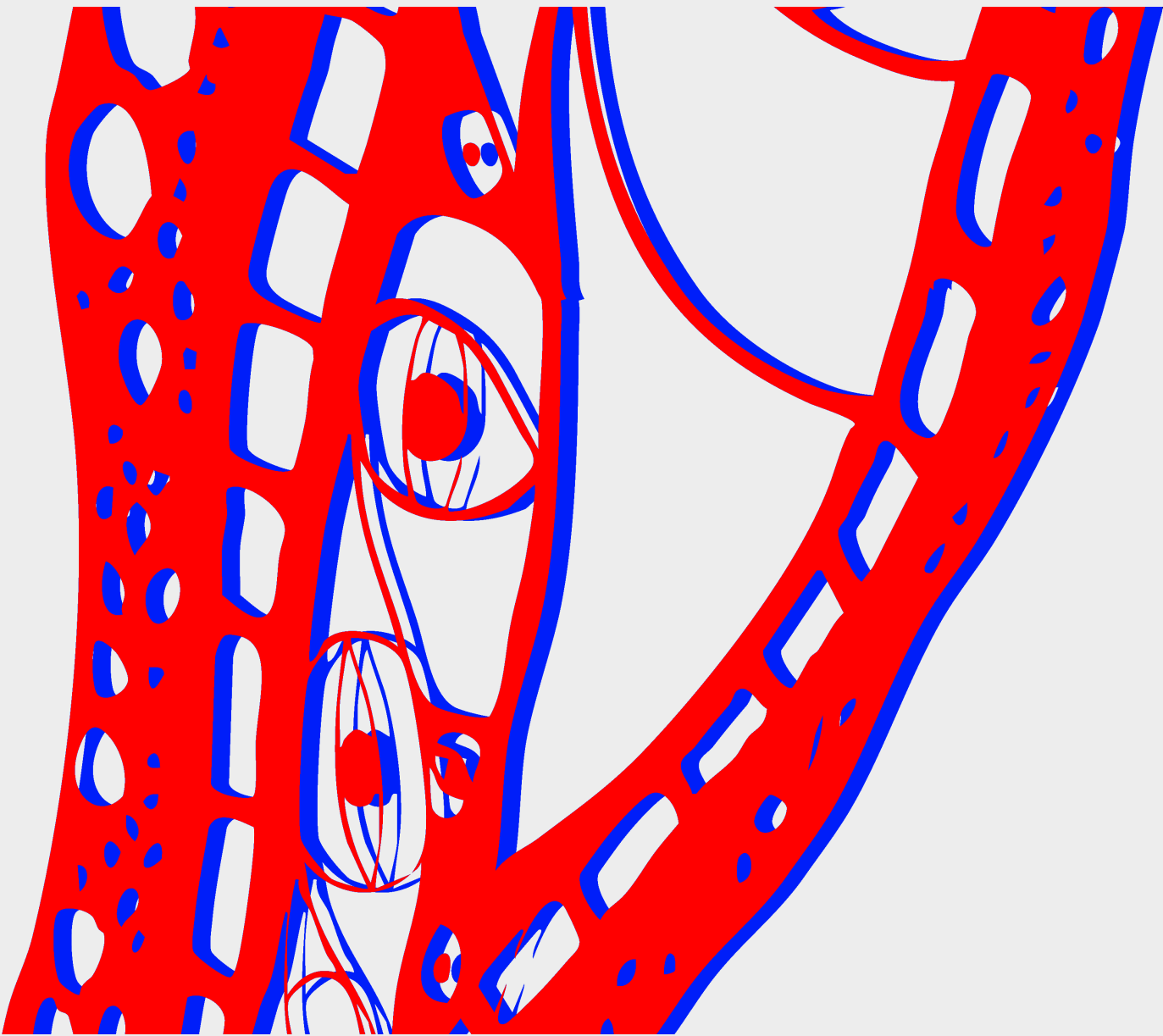
This project is a real introspection in my style and my inspirations.

IMAGE ONE: This program was designed to be posted on Instagram, but also printed to be handed to the visitors.

IMAGE THREE: This is one of the illustration that I've shown at the event.

IMAGE TWO: This is one of the illustration that I've shown at the event.

IMAGE FOUR: This is the poster of the event.



SKATE IN LA

03 PHOTOGRAPHY



Skate in LA Photography

The skatepark where I used to live has limited opportunities for improvement and exploration. With photography project, which led to an exhibition, I wanted to explore how to work with these limitations. To go over the physical boundaries, I used Photoshop to enhance the photos digitally.



EPA

04 BRANDING



EPA

Branding

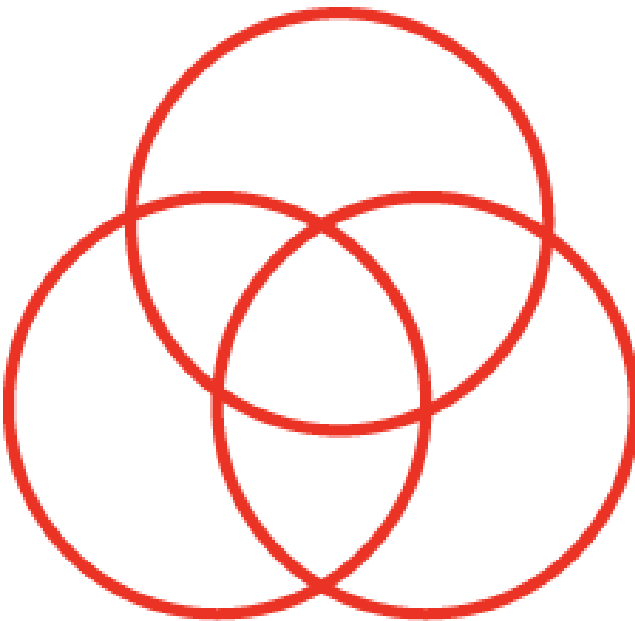
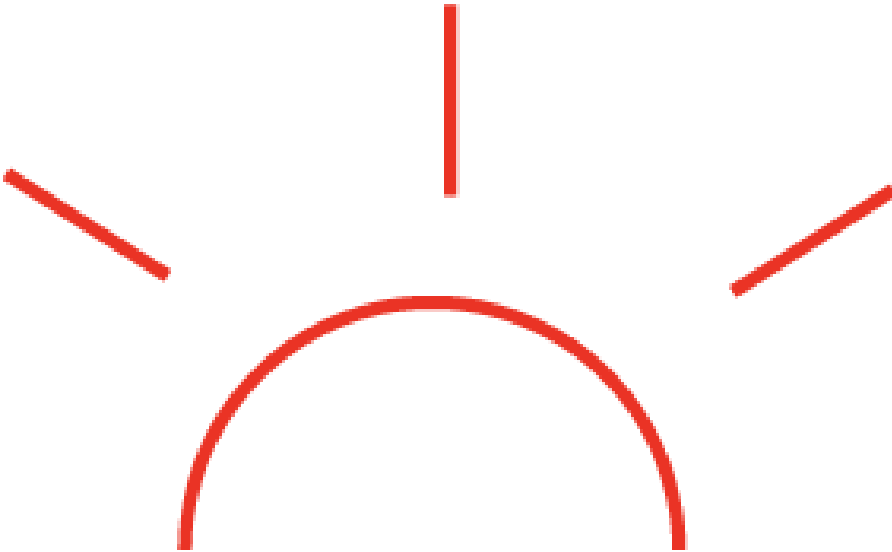
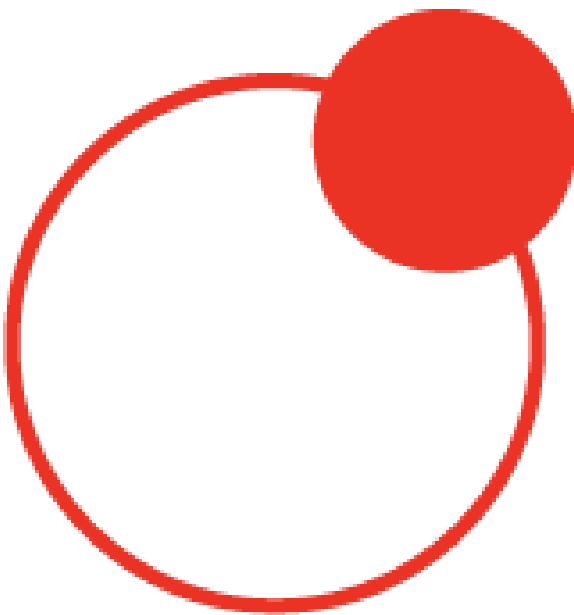
This project was to create the visual identity of the organisation ‘EPA’. A collective dedicated to supporting emerging artists in bringing their events to life. They help them secure venues, manage communication, and create tailored audio-visual content to showcase their work.

For this project I created their brand book and their visual identity. For their identity, the main challenge was that I wanted something that stands out, but without taking the place of the artists invited.

For the logo design I used a minimalistic megaphone. This was to image the idea that ‘EPA’ wants to give push to artists and help them. The representation of amplification of the artist’s voice, is in a way, in the megaphone.

The wish for minimalism can also be seen in the color palette and the graphic elements.





DESIGN AESTHETIC

Design
Aesthetic

INNOVATIVE
BOLD
MINIMAL

LET'S WORK TOGETHER

Email me at
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Or check out my [website](#) with the QR code!

