INDEPENDENT DESIGN STUDIO — AVAILABLE FROM MARCH

Brands & websites with a *quiet* kind of confidence.

I help founders and small teams turn half-formed ideas into identities, websites and design systems that feel considered down to the last pixel.

See selected work Start a project

Selected *work*

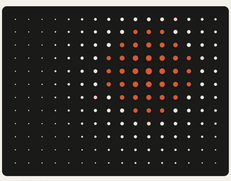
2019 — present



Halden Coffee Roasters
Identity · Packaging · 2026



Norte Architecture
Website · Art direction · 2025



Signal Health App
Product design · Design system · 2025



Solstice Film Festival
Campaign · Motion · 2024

TRUSTED BY TEAMS AT

Halden NORTE Signal Solstice Paperhouse Orbita Kiln & Co. Mareva

SERVICES

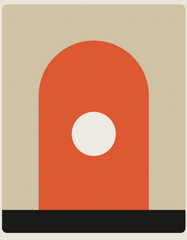
What I can *help* with

01 **Brand identity**
Naming support, logo systems, typography, colour and the guidelines that keep it all consistent.
Strategy · Logo · Guidelines

02 **Websites**
Editorial, fast and easy to update. Designed in the browser and built on WordPress so your team stays in control.
UX · UI · WordPress

03 **Design systems**
Tokens, components and documentation that let product teams ship faster without losing the plot.
Figma · Tokens · Docs

04 **Art direction**
Campaigns, photography and illustration briefs with a single point of view from first sketch to launch.
Campaign · Print · Motion



ABOUT

Small studio, *senior* hands on every project.

I started Ochrea after a decade in agencies, wanting fewer meetings and more making. Today I partner with a tight network of writers, developers and photographers, assembled around each brief.

The work is calm, typographic and built to last. The process is open: you see everything as it happens, and nothing is handed to a junior once the contract is signed.

12
Years designing

140+
Projects shipped

9
Countries served

PROCESS

A clear path from *brief* to launch

01 — Week 1
Listen
A focused workshop to understand the business, the audience and what success looks like.

02 — Weeks 2–3
Explore
Two or three distinct directions, presented in context so decisions are easy.

03 — Weeks 4–6
Refine
We pick a route and sweat the details together: type, rhythm, motion, edge cases.

04 — Week 7+
Launch
Files, guidelines and a handover session. Plus thirty days of support after go-live.

“

Working with Ochrea felt like adding a calm, opinionated partner to the team. The new site doubled our enquiries in the first quarter.

Client name
Role, Company

From the *journal*

All articles →



October 27, 2026
Notes from a year of saying no
What happened when I turned down half the projects that came my way.



October 26, 2026
A small guide to choosing typefaces
Three questions that make picking a typeface far less overwhelming.



October 25, 2026
Why I design in the browser
Static mockups lie. Here is how I moved most of my design work into the browser.

Let's make something *worth* keeping.

Tell me a little about your project, timeline and budget. I reply to every message personally.

hello@example.com Book a call

HAVE A PROJECT IN MIND?

hello@example.com

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