



Portfolio

Janna Opheim

Updated: April 2024



Hey, I'm Janna. / Hei, det er Janna.

Hallo, ich bin Janna!

From Norway, just graduated with BA in Design (Oslo) & MA in Management (Berlin). I'm looking to join a design team with a young and thriving work environment, international clients and preferably working with early-stage startups helping them create strong conceptual brand stories for digital products.



~ 2 years work experience.

- Branding
- UI/UX Design
- User Research
- Project Management
- Concept Development
- Strategy
- Product Design
- Visual Storytelling
- Entrepreneurship
- Business Models
- Design Sprints
- Pitch Decks

– Strise®

Strise

www.strise.ai

TBWA

TBWA Norway

Prev. Komité Oslo
www.tbwa.com

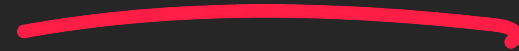
Kilde

Kilde

Prev. Hamar Media
www.kilde.no

Strategic Designer

Selected Work



U  University
of East London

Master of Arts (MA)
Transition Design Management
2024

Dating Berlin.
Loving Berlin.

Dating in Berlin

Master Thesis by
Jenna Ophelm

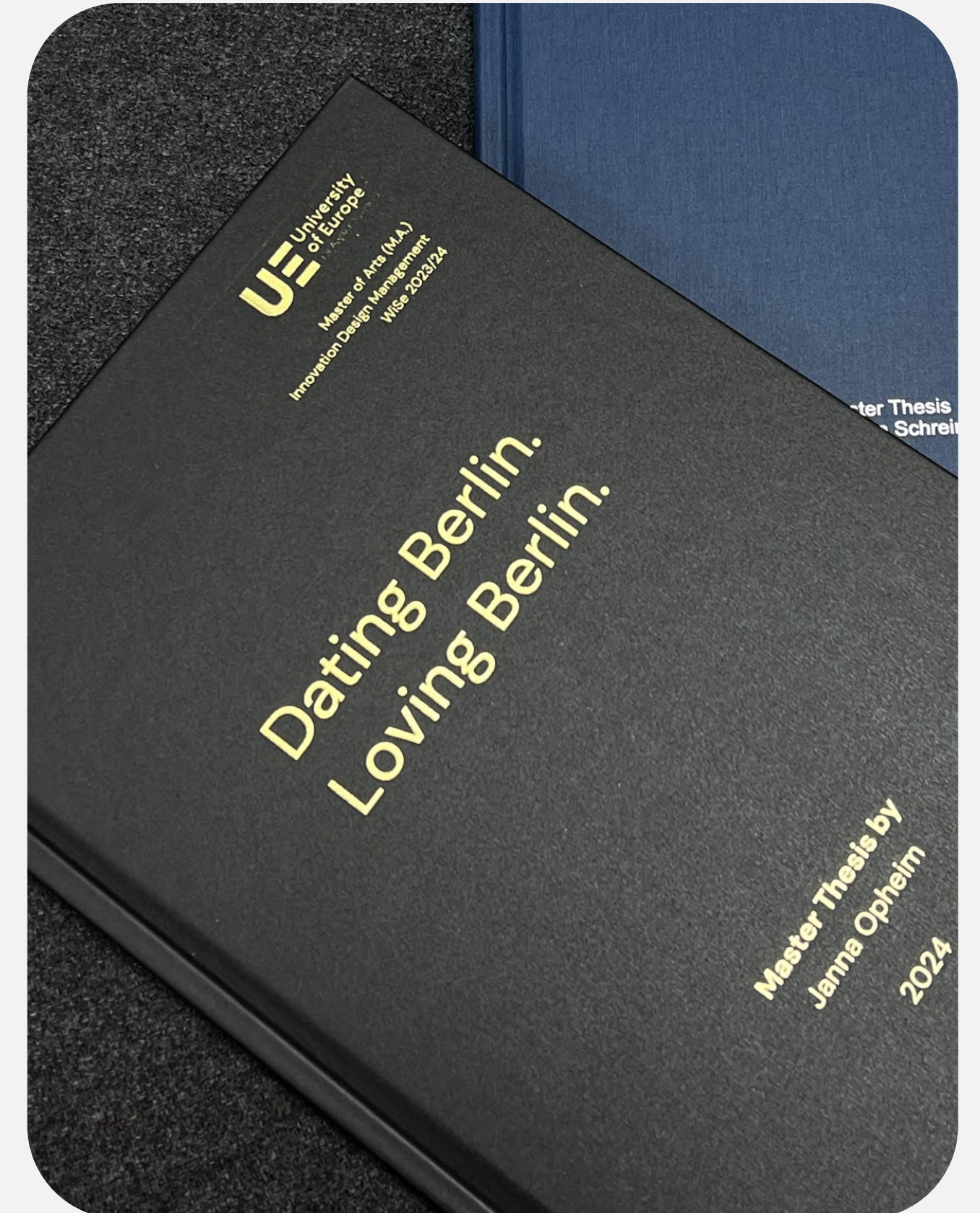
2024

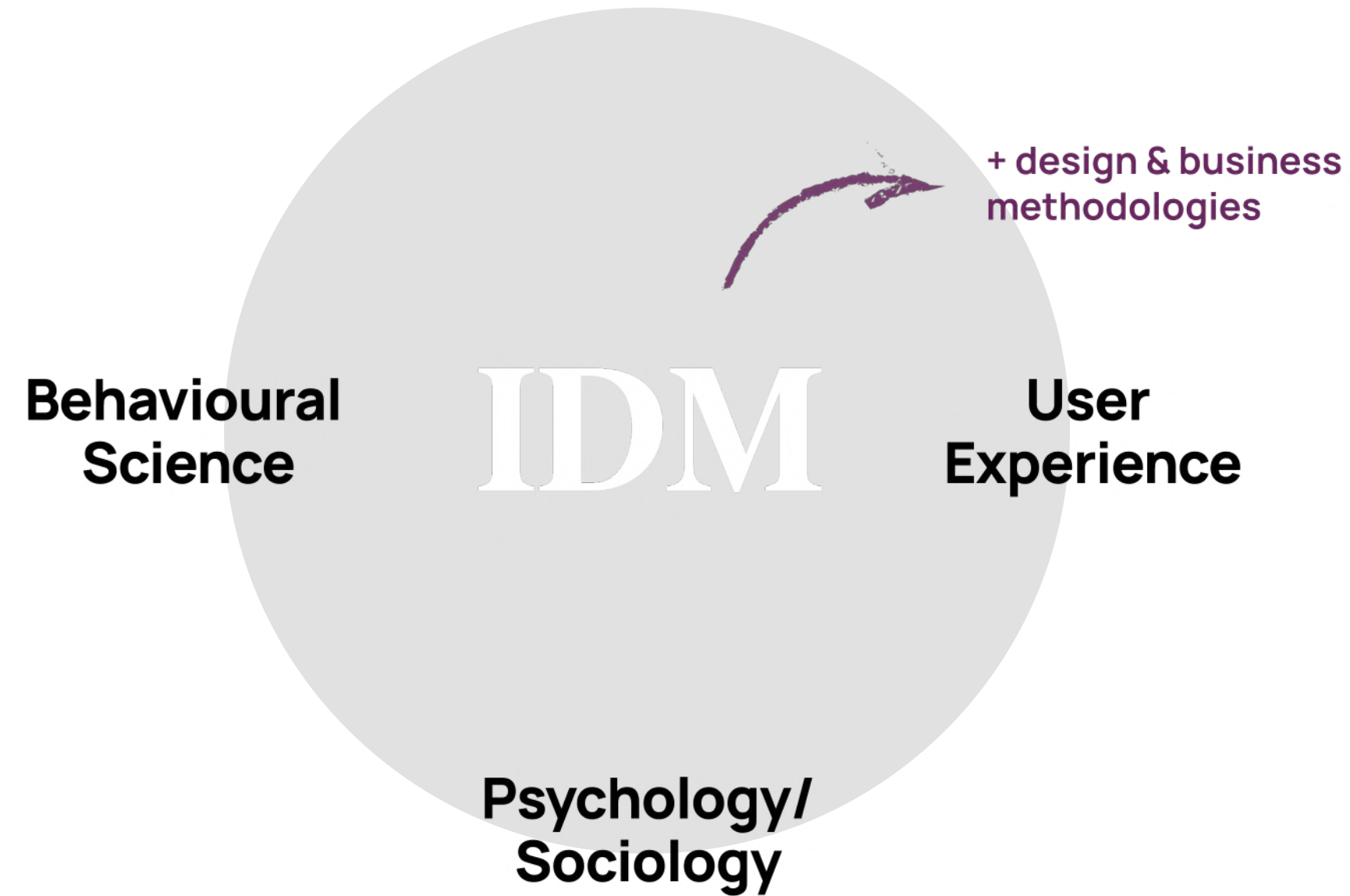
Unleashing the unhinged of dating

MA Thesis, Dating in Berlin

For my MA thesis project at University of Europe, I chose to explore the topic of dating in Berlin. The thesis dissertation was purely theoretical, so there was no design outcome. However, the concept unhinged is proposed as a solution.

unhinged is a product extension of Hinge, offering an optimized compatibility algorithm by analysing and advising users on their behavioural dating patterns, using data from Hinge.





Research Question:

Can we rationalize love?

Dating Experiment:
4-5 participants
3-5 weeks

Dating sheet* [1]		Dating period:	
Participant #X	01.11.2023 – 30.11.2023		
			* Mandatory fields
TEMPLATE			
The person	Name, (age) [2]		
	Platform [3]	Nationality	Occupation [4]
Past relation: Do you know this person from before?		* Write here... [5]	
The date		* Write here... [6]	
Instructions 1) fill in immediately after the date [7]			
Post-date:	After the date, I was feeling...		
What is your instinct and gut feeling telling you about this person?	* Write here... [8]		
	Do you want a second date?		
Instructions 2) wait until the next day			
Part 1) Assessment of them			
Score scale (1-10)	Personality	Attractiveness	Humour
	0	0	0
	Manners [9]	Confidence	Emotional intelligence
	0	0	0
	How much did I like them? (1-10)		0
	Did they seem emotional available? [10]		
Did you spot any...			
Green flags	* Green flags: Write here...		
Red flags	* Red flags: Write here...		
Additional notes	Is there something about them I'm curious about?	* Write here...	



64%
uses dating apps, the most common method to find dates.

83%
prefer other methods, like social circle (42%).

Key insight #1

Berliners have a passive and casual approach to dating.

The endless options dating apps present, makes people paralysed by choice and unable to commit.

Key insight #2

People are ambiguous in their dating intentions.

Key insight #3

Online daters vs. real life daters: social circle preferred

Key insight #4

Gender differences: men & women have different views.

Women focus less on looks than men, and are more open to technologies for rationalization. Additionally, there is an increasing ideology gap in Western countries, where men are becoming more conservative.

Key insight #5

People don't know what they want, because they are predictably irrational.

Optimising the compatibility algorithm, and helping people find love.


The Relationship App



Hinge

During my primary research, Hinge was being one of the preferred platforms for relationship-dating by the users. The academic research was also mainly based on Logan Ury (behavioural scientist and dating expert at Hinge) and her discoveries on rationalizing love. However, the app has recently been criticized for being no better than Tinder itself – contributing to the addictive swiping game and locking users behind paywalls.

'unhinged' presents a solution and repositioning of the current situation of Hinge.



unhinged



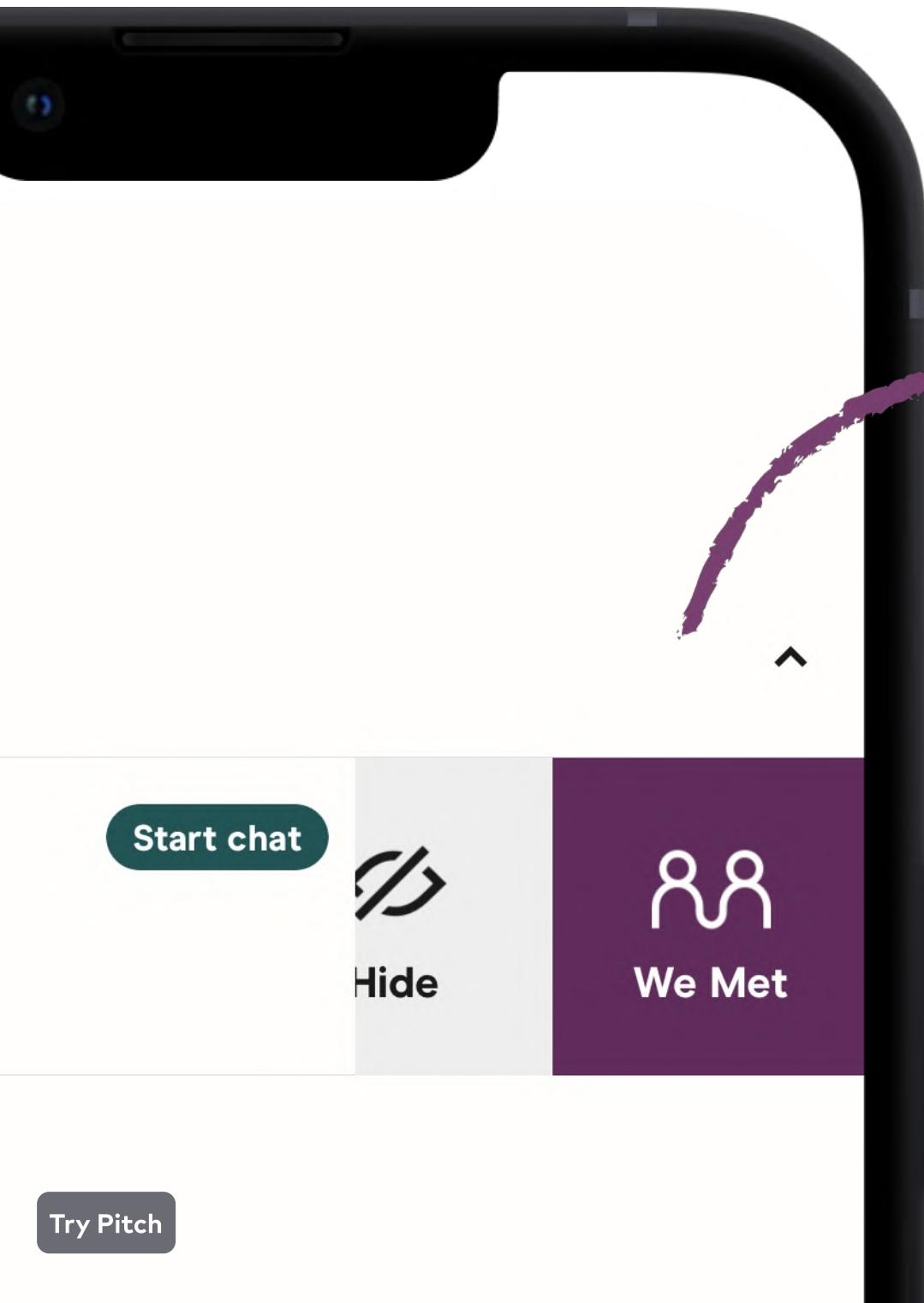
un

a behavioural dating assistant from Hinge.

The product analyses behavioural patterns in the user's dating using advanced AI and machine learning in the extraction of data from Hinge. The generated data improves the quality of future matches in Hinge, making users feel more satisfied in their online dating life.

A product extension of Hinge.

Answer questions, learn your type.



Introducing better dates with 'unhinged'

Privately, let us know how your dates went, and we'll improve future matches in the 'Compatible' section, using advanced machine learning technology and AI.

...

Next

How does it work?

Answer a few questions about your date, the app and Hinge will use the data to analyze your preferences and behaviours.

If you have further interest, download the app 'unhinged' to access your in-depth behavioural dating profile and additional features like Dating Wrapped and dating analytics.

...

Next

Totally unhinged!

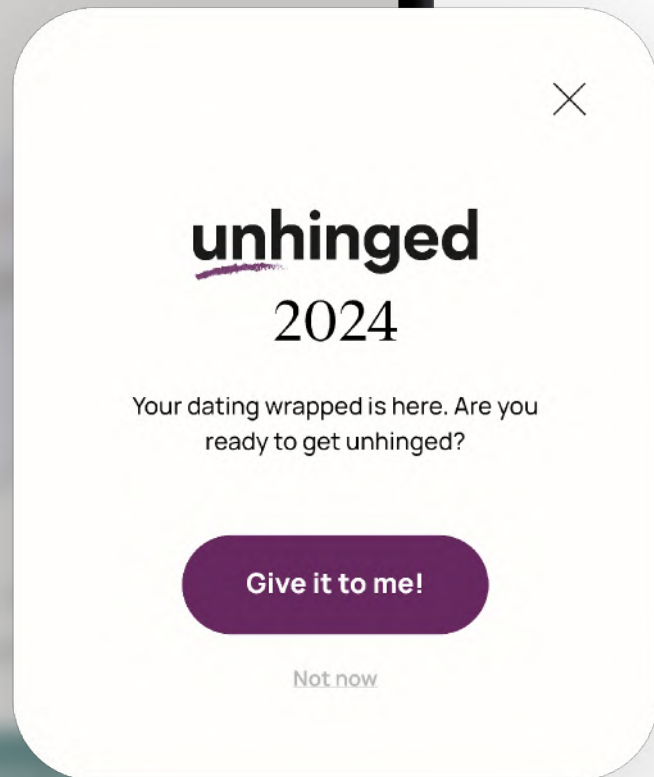
Mostly, we take data privacy very seriously and will never share your data with your date, third parties, or anyone for that matter.

Ready to get unhinged?

...

Get started

Yearly Dating Wrapped!



Dating Wrapped

Dating wrapped from Hinge, including dating statistics and visuals.

Let's get unhinged!



Behavioural Personality Profile

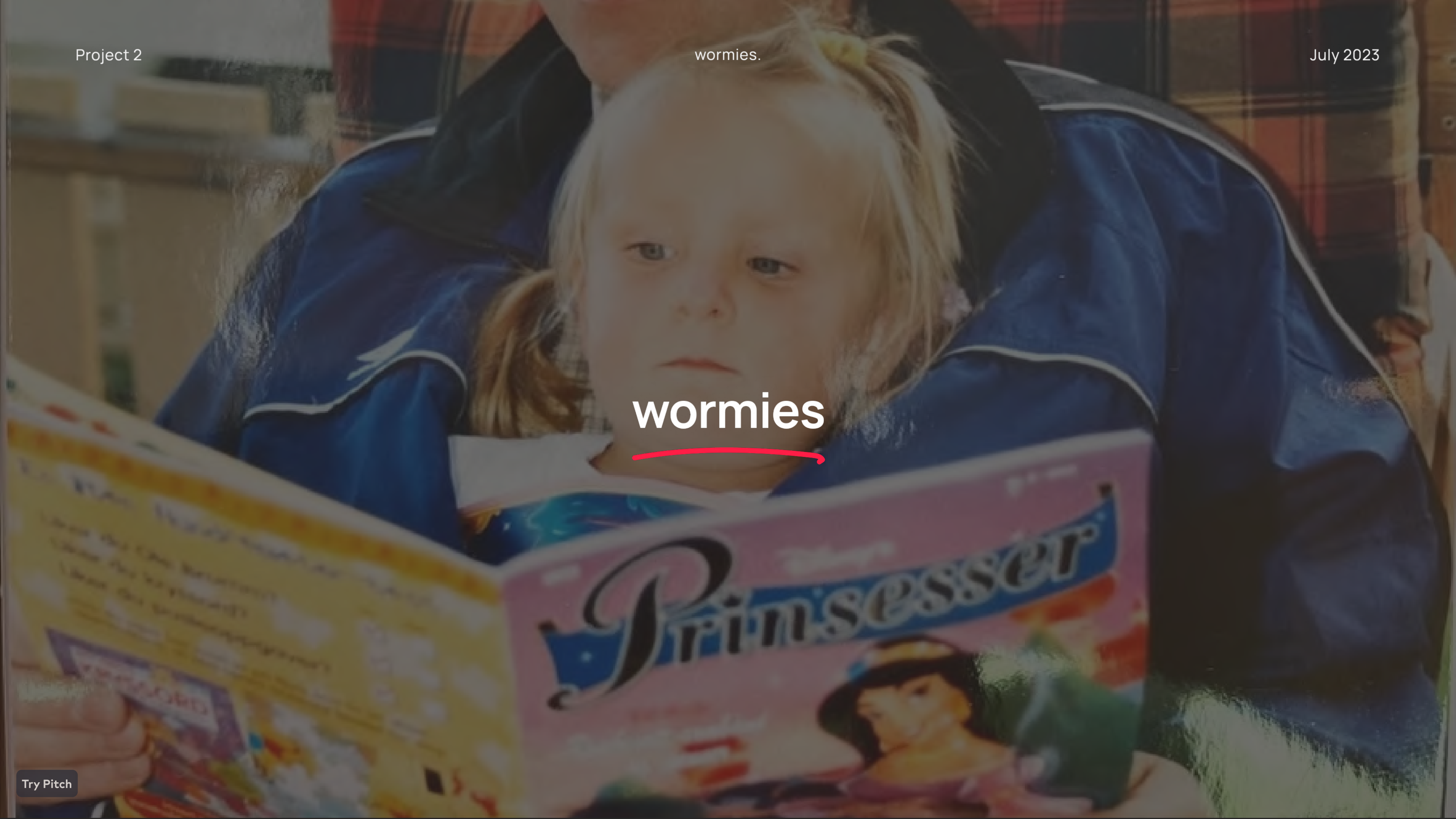
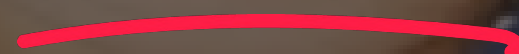
Individual dating archetype based on Ury's three dating tendencies, accommodated with daily advice.



My Roster

Overview of the current dating list, based on interactions in Hinge. The AI follows up planned dates, analyzes and gives current advice.

wormies





Giving book lovers a more purposeful way to connect

Startup Idea, UE

In Entrepreneurship class at UE we invented our own startup and corresponding business model, which we then pitched for real investors.

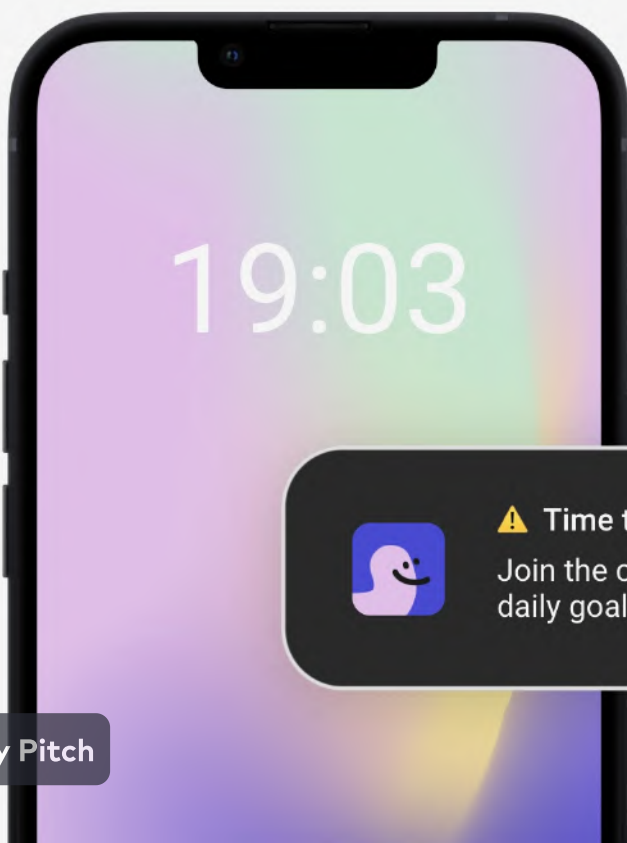
Wormies is a social network for book lovers, helping friends stay connected in a more purposeful way, inspired by BeReal, Hold and Spotify Wrapped.

Wormies Wrapped

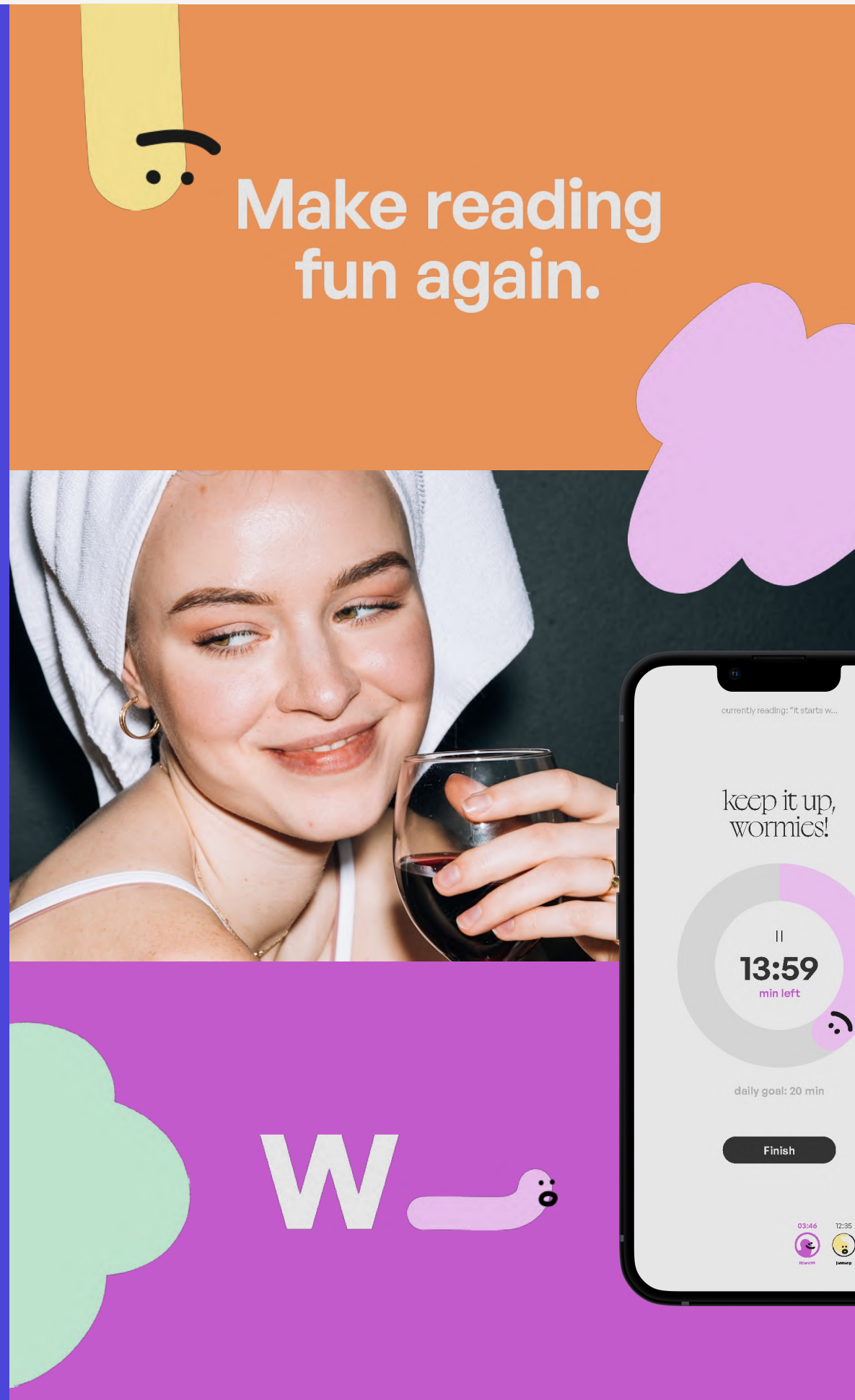
Book
Matchmaking

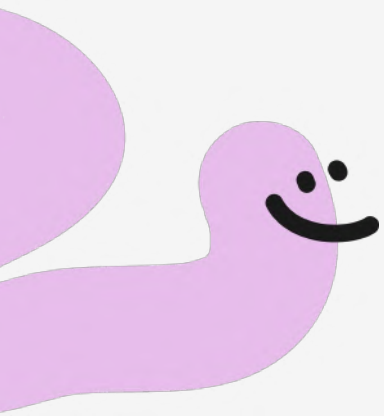
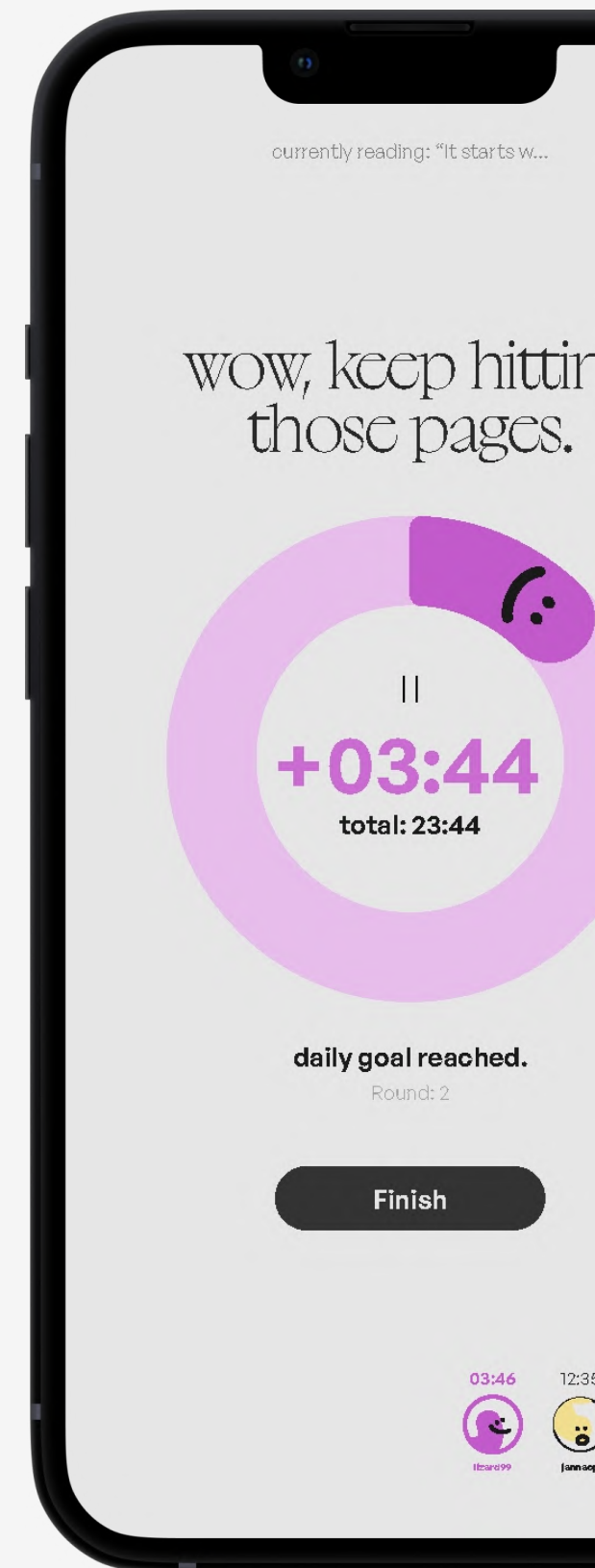
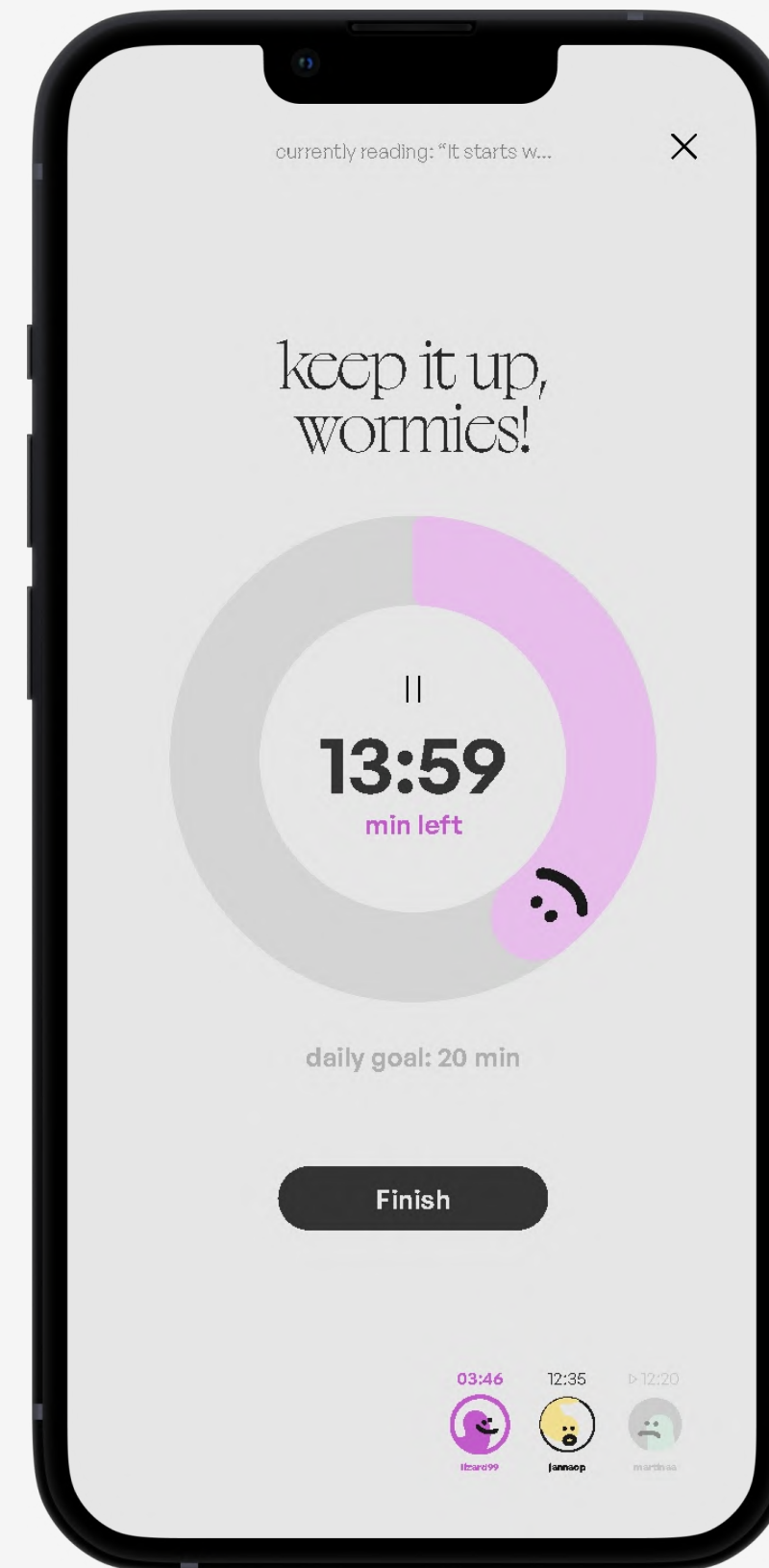
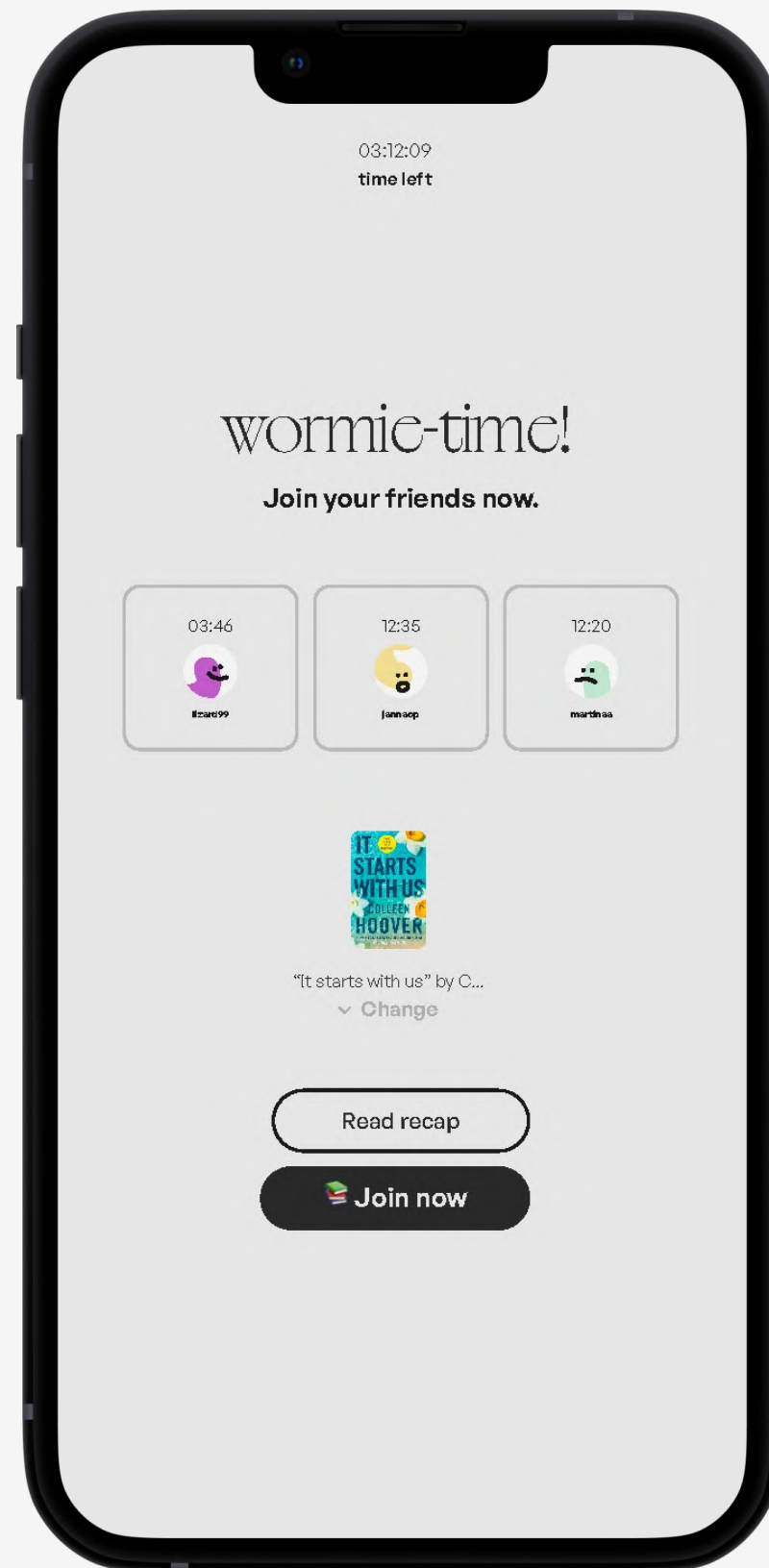
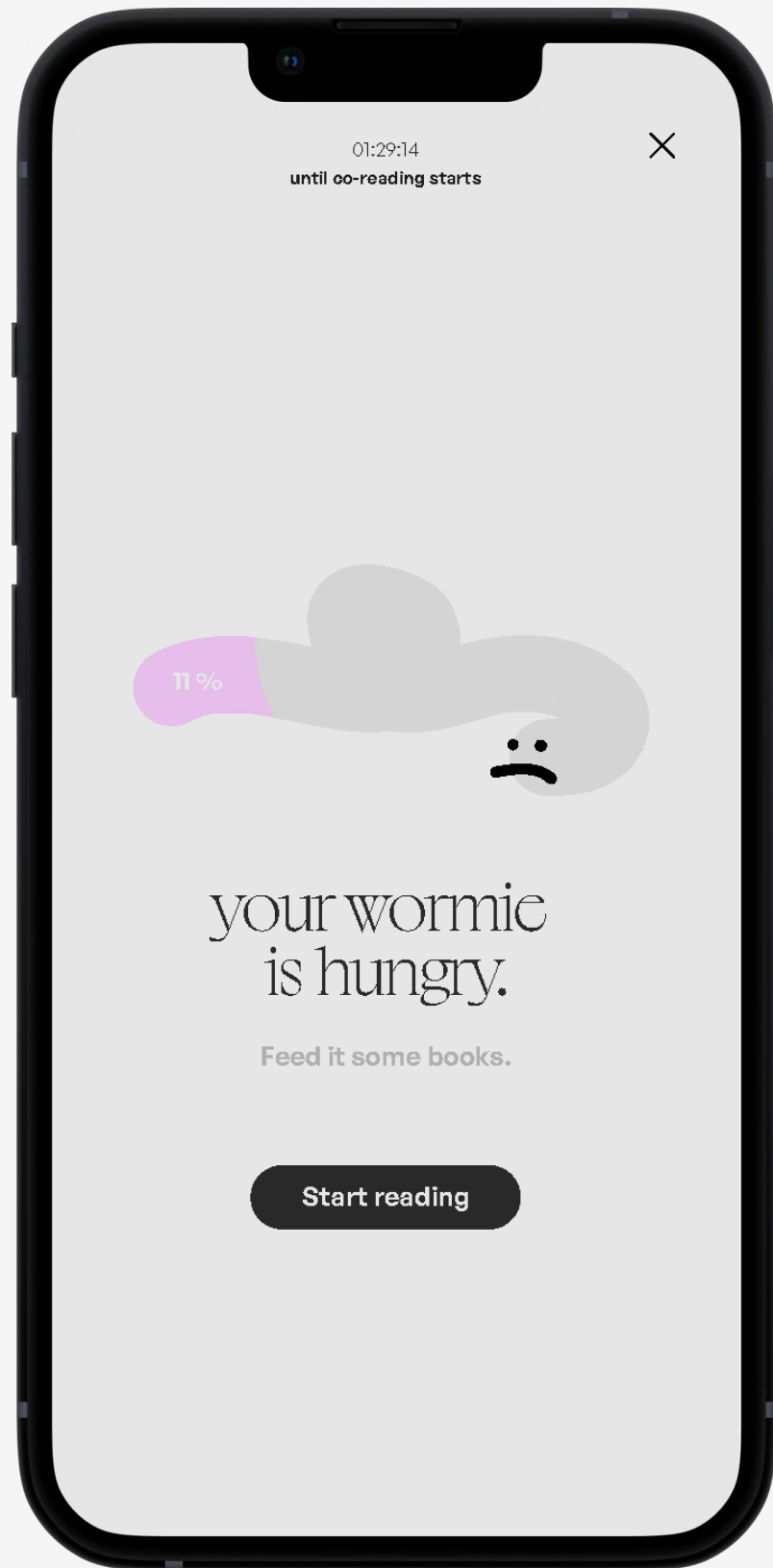
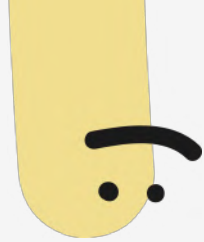
AI Generated
Content

Daily co-
reading with
friends.

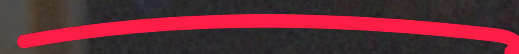


Try Pitch





Shrifty

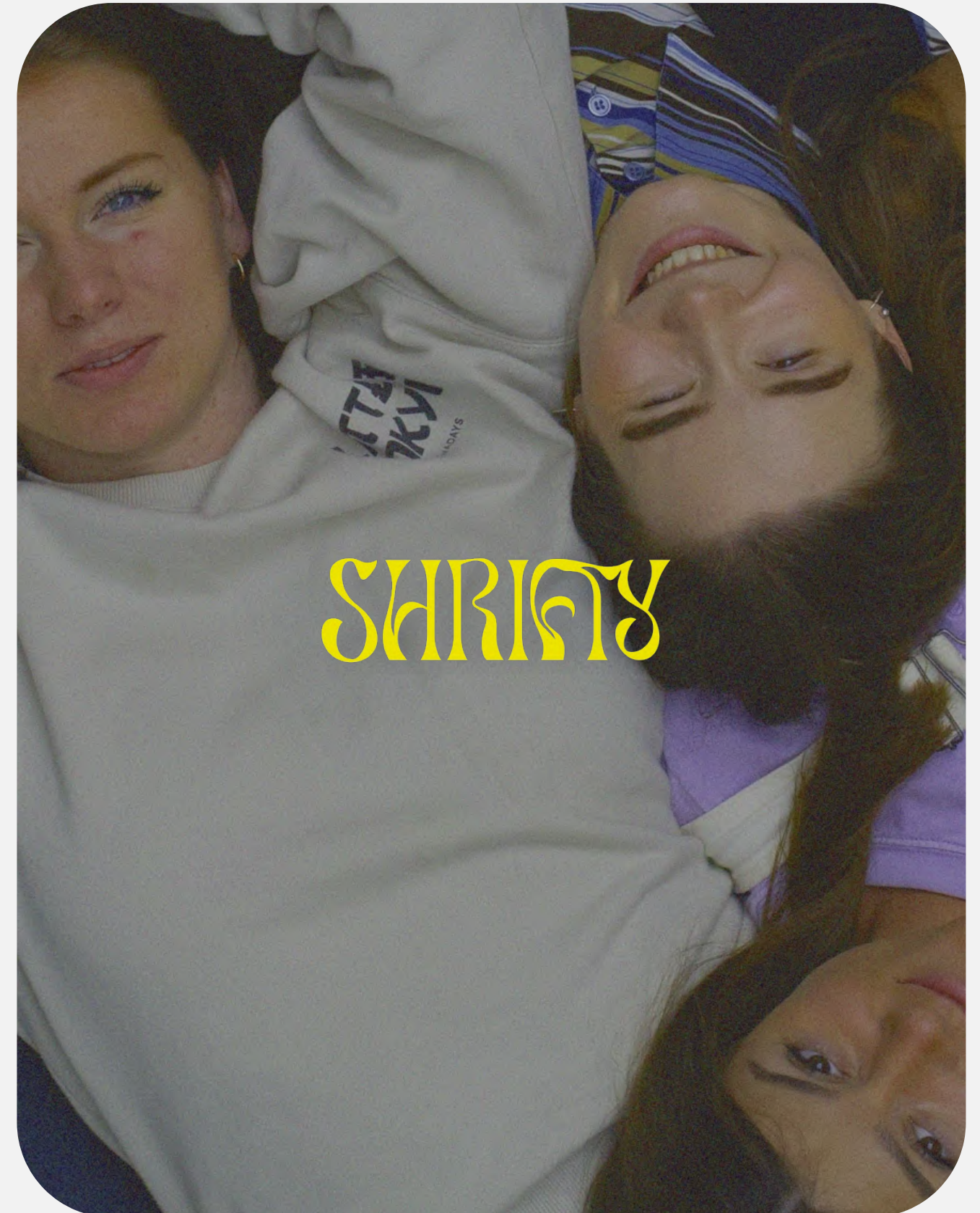


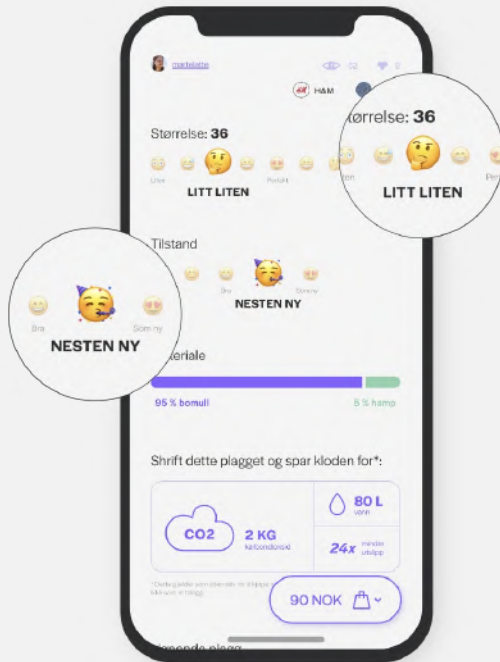
Making second hand shopping easy

BA Thesis, Shriftly

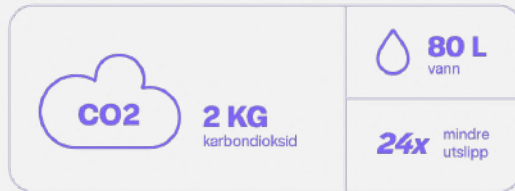
As for my BA project from Westerdals, I wanted to research how to fight fast fashion and encourage a more sustainable lifestyle without having to sacrifice typical spending habits.

Shriftly is a digital B2C service offering an easier way for fast fashion shoppers to buy second hand clothes. The target group is women in their 20s living in Oslo.





Skriift dette plagget og spar kloden for*:



* Dette gjelder som alternativ for å kjøpe nytt, ikke som et tillegg. [Les mer →](#)

It's a no-go

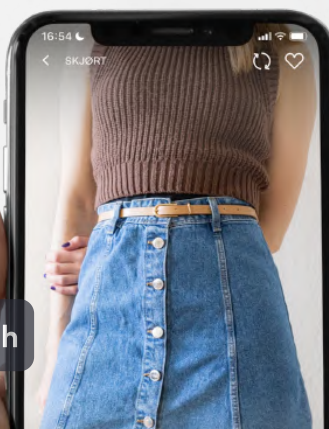
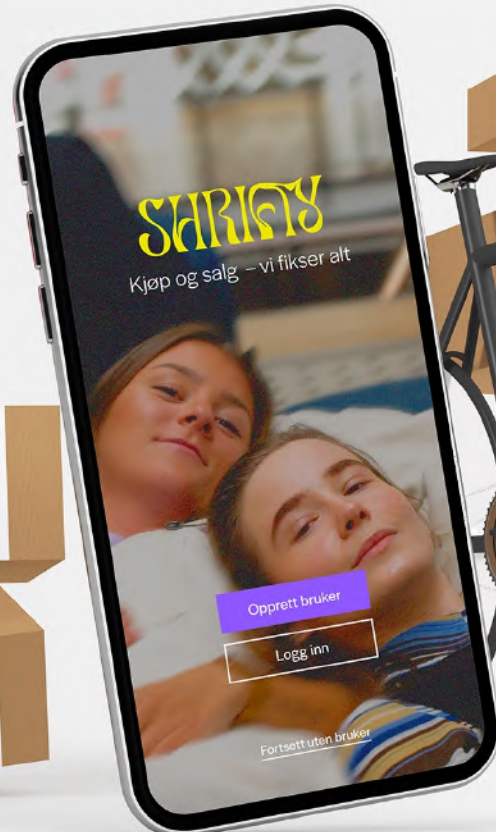
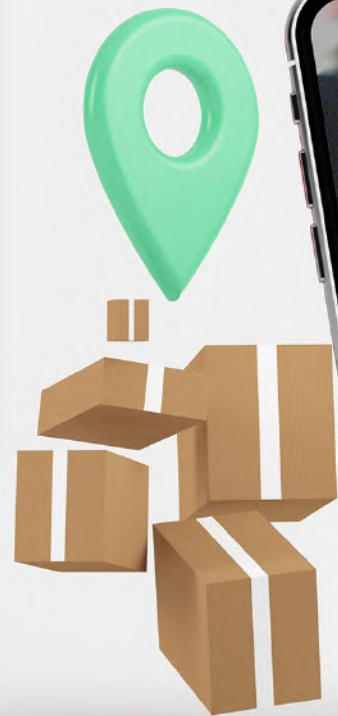
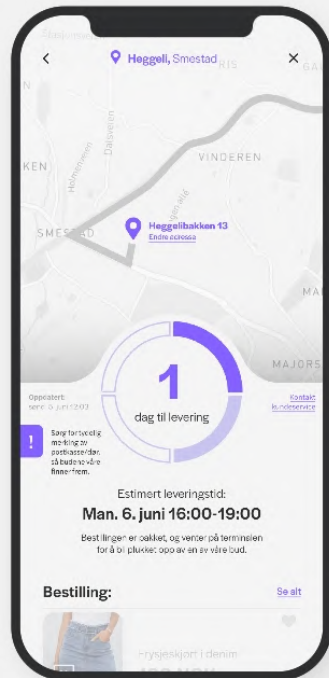
Vi viser deg likt slike type plagg i fremtiden



YAAS

Disse legges, og vi vil vise deg lignende plagg

MAKING A SHIFT IN THE WAY WE TRIFT



Try Pitch



Freelance gigs



As a Brand Designer with +6 years experience in leading my own business (SP), the next slides are showcasing some implemented branding projects done for real-life clients.



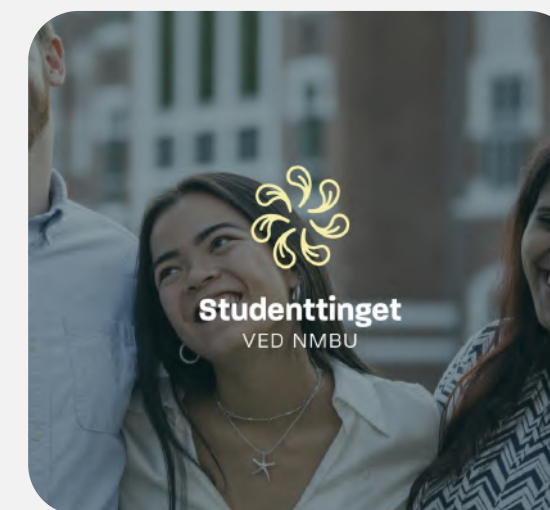
Brand Identity for Startup

Kaffe&Co



Logo & Brand Manual

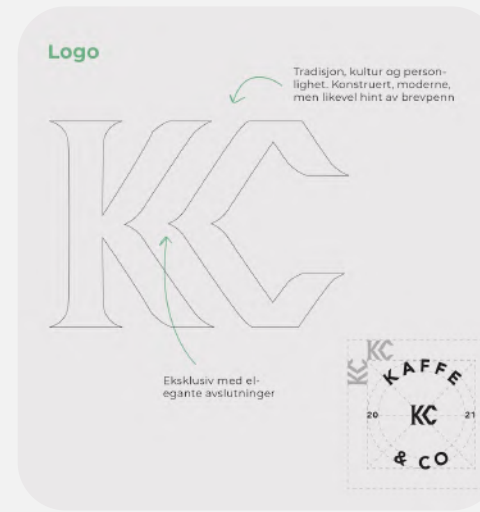
Haug Gård



Rebranding Project

Studenttinget

Branding projects for real clients.



Brand Identity for Startup

Kaffe&Co

Kaffe&Co is a B2B supplier of high-quality office coffee for companies high-end companies in Oslo, Norway.

Challenge:

Branding, strategy and packaging design for startup company, and position them with an USP in the market.

Activities:

- Workshops, Client Meetings & Strategy
- Market Research & Benchmarking
- Client Relations & Project Management
- Design Iterations

Outcome: Brand Design Manual, Business Plan & Design Files

Associated with:  TBWA Norway (Komité)

Team: Janna Opheim, Lila Hoff Ulland

© 2022



Logo & Brand Manual

Haug Gård

Haug Gård is a local farm in Brumunddal, Norway selling organic vegetables to B2C customers.

Challenge:

A distinctive logo mark and identity that makes them recognizable and conveys their passion for sustainability and a future-oriented food production.

Activities:

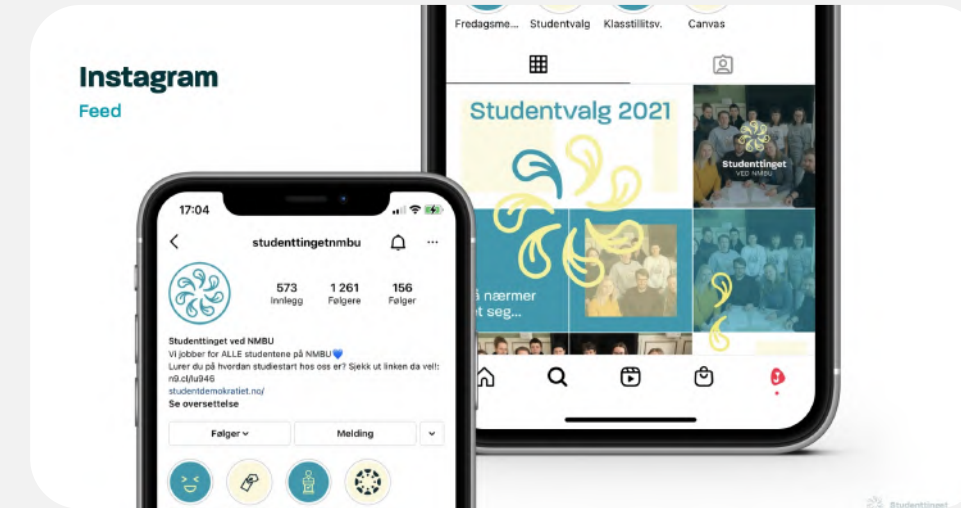
- Design Brief, Research, Visual Exploration
- Concept Development & Storytelling
- Client Relations & Communication

Outcome: Brand Design Manual, Logo Files & Mockups

Associated with:  Janna Opheim (SP)

Client: Eivor and Rune Aas, Brumunddal

© 2021



Rebranding Project

Studentttinget

Studentttinget (The Student Parliament) is a volunteer based organisation protecting the interests of students at NMBU in Ås, Norway.

Challenge:

Rebrand and design an overall brand identity conveying inclusivity, diversity and sustainability that can be used across platforms and mediums. Important was an unique brand color, and a scalable design system considering the 7 faculties of the university.

Activities:

- Design Brief and client communication
- Concept development
- Implementation of design on website

Outcome: Brand Design Manual, Logo files, Social Media Guidelines, Website Design

Associated with:  Janna Opheim (SP)

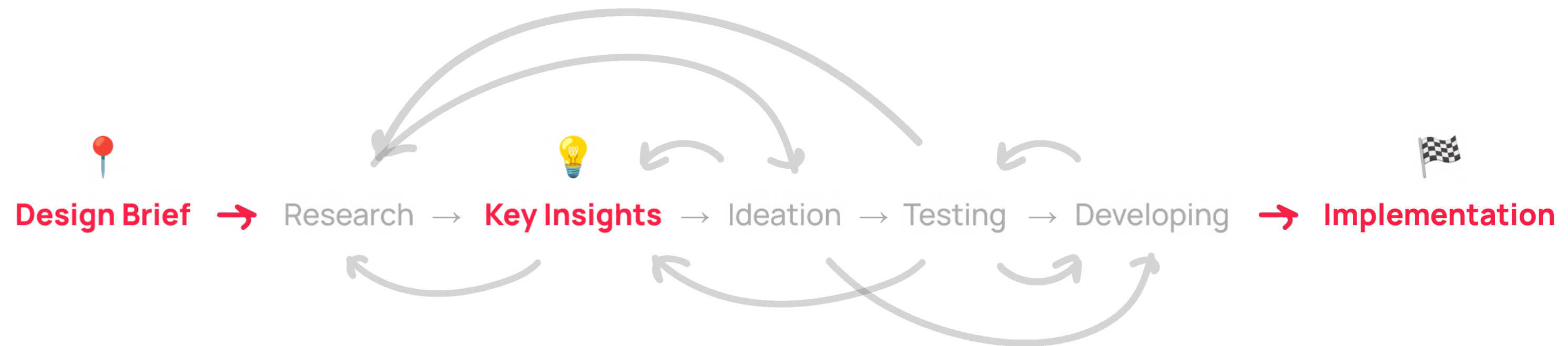
© 2021

Process Methodology

A red, curved underline is positioned directly beneath the text 'Process Methodology'.

Design Thinking:

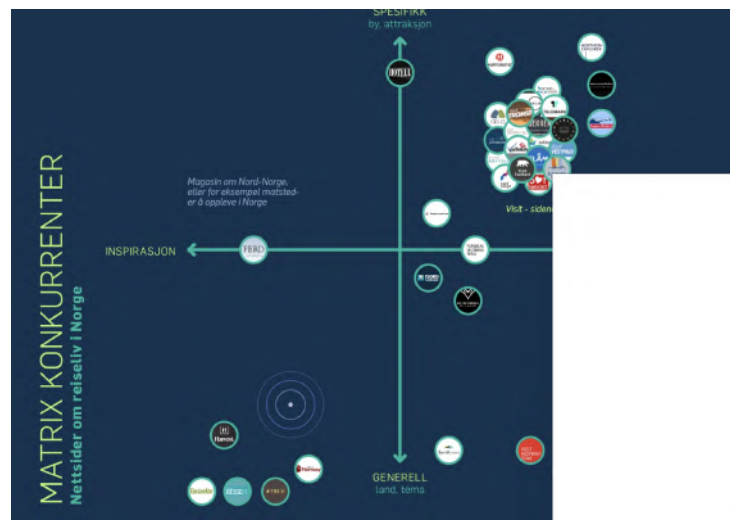
Approaching a project



A project always starts with setting a design brief and getting an overview of the challenge. Then starts the work of gathering data and conducting the research which often gets synthesized in key findings and UX methods, depending on the budget and scope of the project. Only after then, would I start the processes of developing concepts and testing designs.

*Side note: for branding projects, the process is usually less research-focused and more visually explorative.

Project Management: Planning the project



Skills:

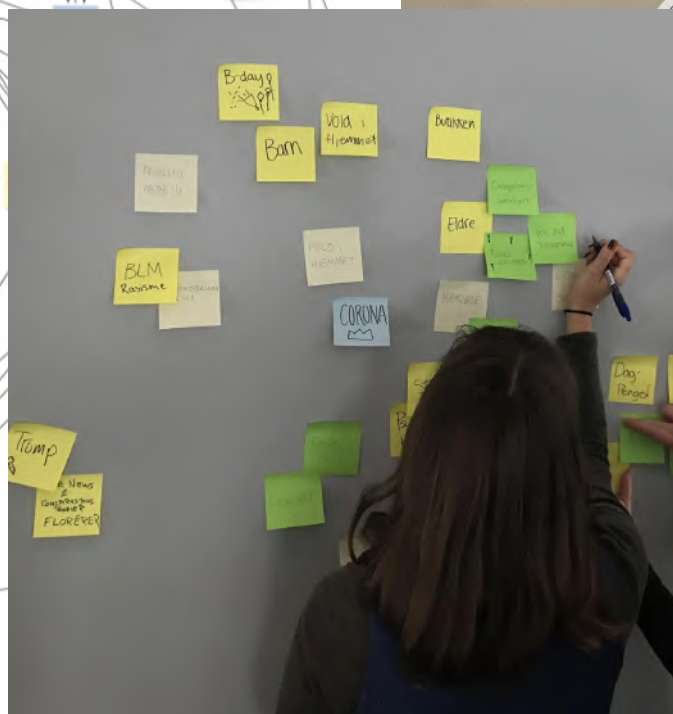
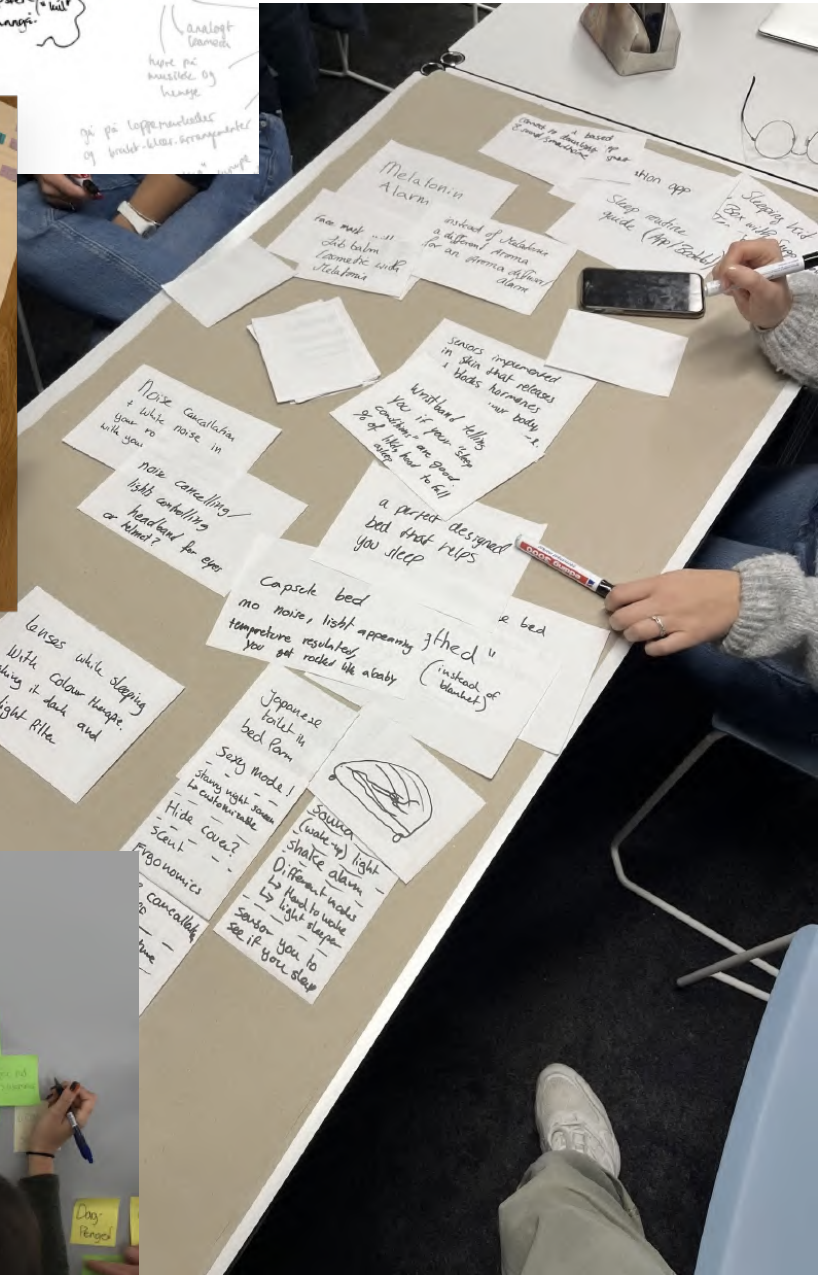
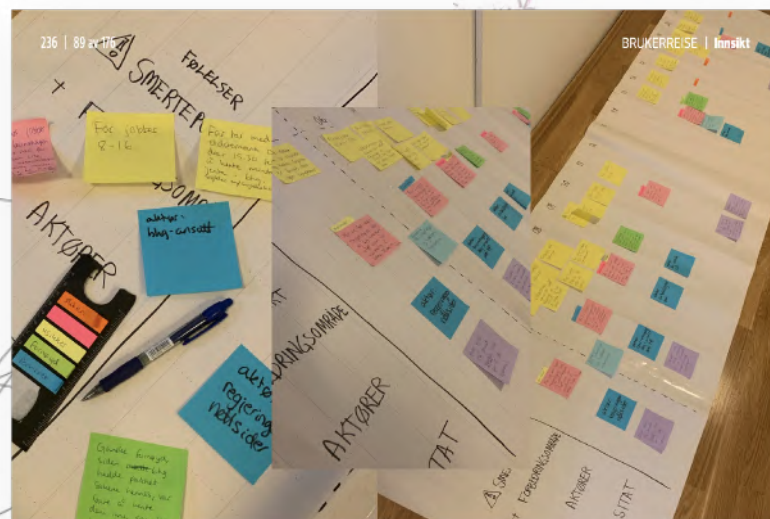
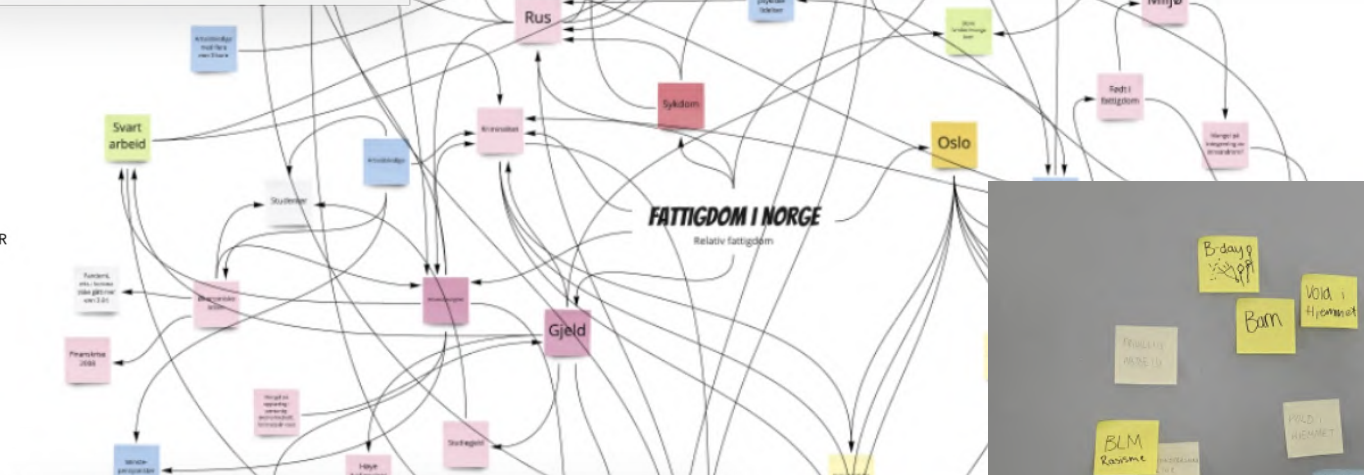
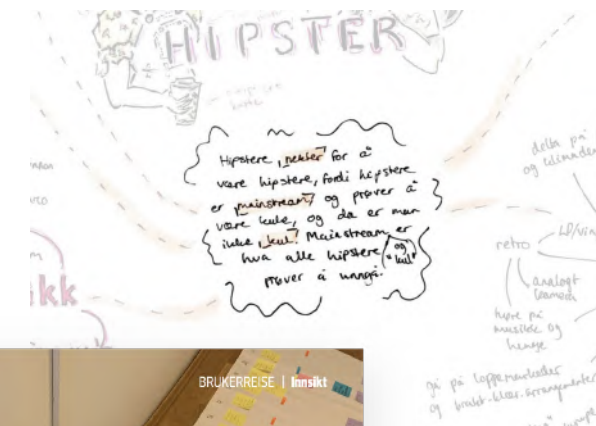
- Time Management
- Market Research
- Design Briefs
- Contracts

Tools:



Service Design & Problem Solving:

Solving the right problem before solving the problem right!



DATA FINDINGS

68% "Looking for a partner."

43% "Yes, I'm serious in dating."

Key insight #2

People are ambiguous in their dating intentions.

Skills:

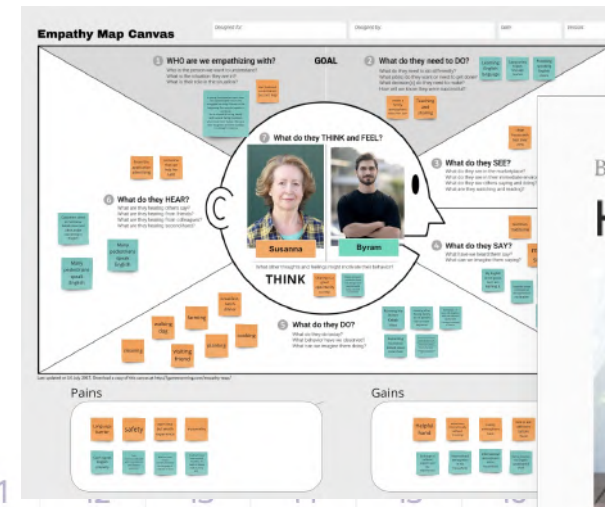
- Giga-mapping (ZIP)
- Card sorting
- Affinity diagram
- Key Insights
- Qualitative analysis
- Stakeholder mapping

Tools:



Human Centered Approach:

Understanding and empathising with the user



Busy Chantal
Health concious | Your body is your temple. You do your body good, your body will do you good.

Chantal, 42
 Occupation: Owner of a pilates studio
 Marital status: Married, 2 teenage kids
 Location: LA, California
 Income: 200.000 \$/year

ABOUT
 Chantal is busy being a pilates studio owner. She enjoys taking care of her health, by working out and eating organic and natural food. She is vegan for health and sustainability reasons but also because she is against animal cruelty.

GOALS

- Is well rested for the day
- Lives a sustainable life
- Wants to be a role model
- Being able to get the most out of the day
- Wants to look as beautiful as she can be
- Be as mentally healthy as she can be
- Be patient

INSPIRATIONS

Sadia Bodiei, Melissa Wood, Courtney Kardashian, Mark Hyman

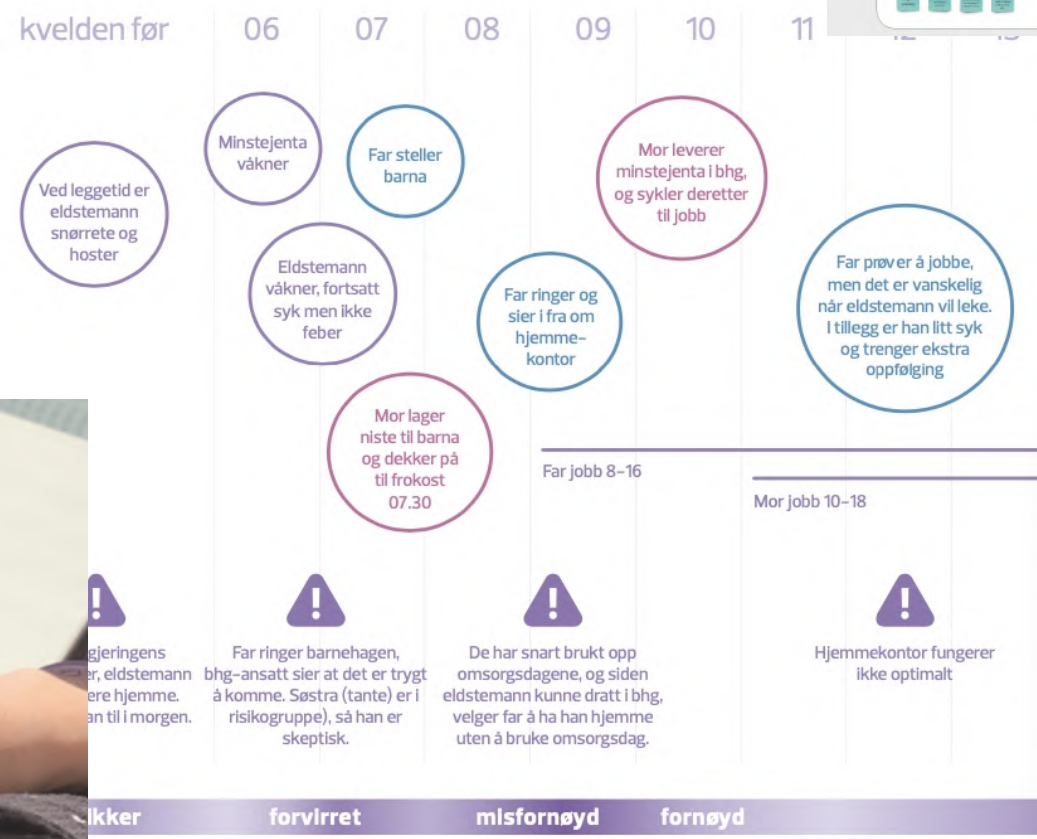
PAIN POINTS (JOBS TO BE DONE)

- Takes a while for her to fall asleep
- Is a very light sleeper
- Feels abruptly awoken every morning
- She hates feeling agitated

TRAITS AND FEATURES

Technology: Analog
 Ambitious: Laid back
 Logic: Empathic
 Brand: Price oriented

PLATFORMS
 LinkedIn, Instagram, YouTube



Skills:

- User Interviews
- Personas
- Empathy Map
- User testing
- User journey
- Pain points
- Field Research
- Scenarios

Tools:



«Hva er viktig for deg valg av barnehage?»

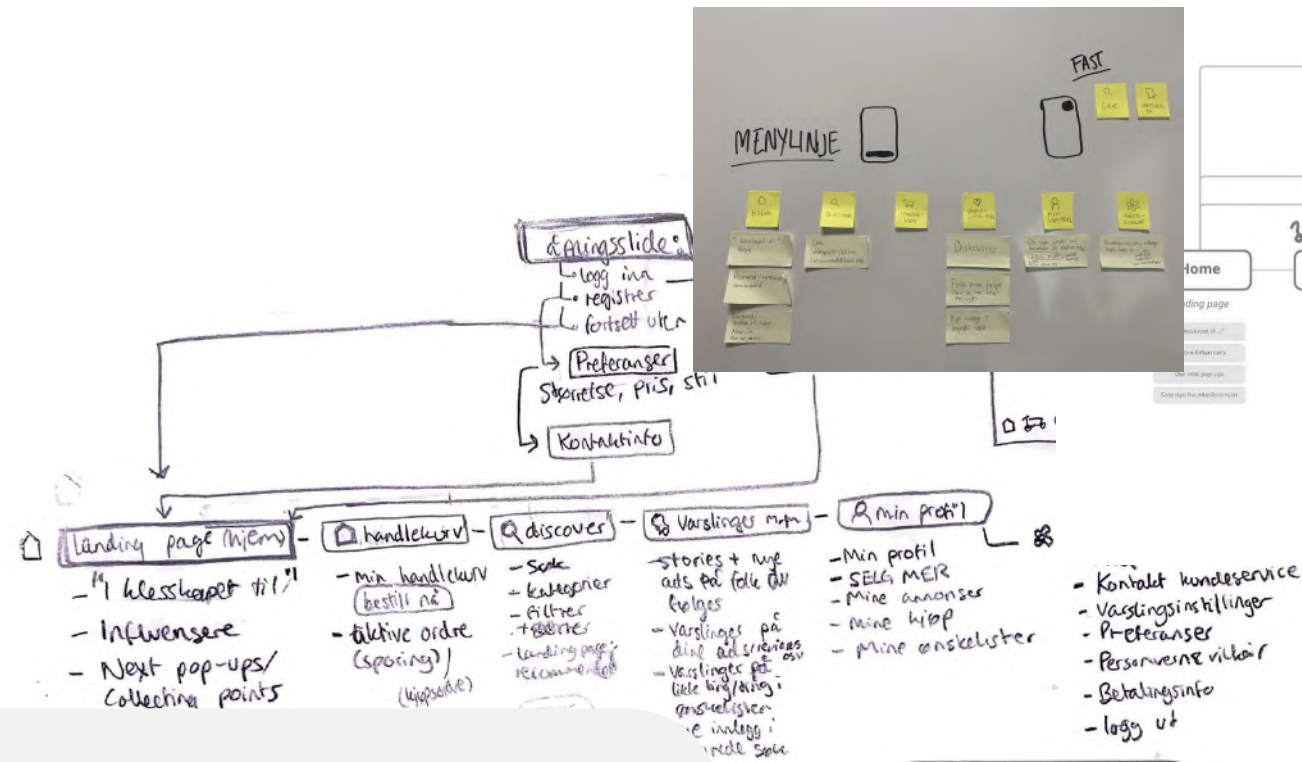
7 PRIVAT BHG: Den nærmeste barnehagen. Dessuten er det en kristen barnehage.

8 PRIVAT BHG: Internasjonal barnehage på eldstemannsiden vi bodde i England. For minstejenta valgte vi bare den.

9 KOMMUNAL BHG: Bølgelighet er selvfølgelig i hverdagslivet, men positivt med religiøs barnehage. 16.30 storrøse på så lenge bemanningsviktig at de ansatte at det praktiseres.

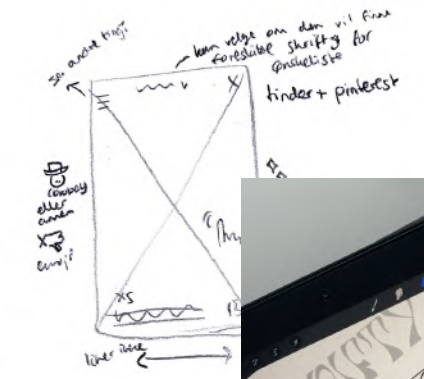
UI / UX:

Prototyping

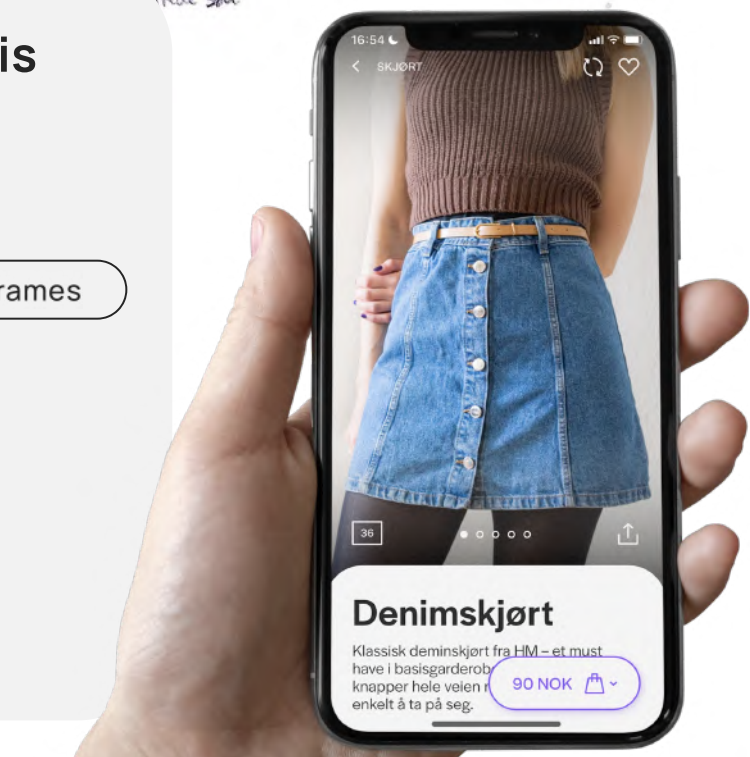
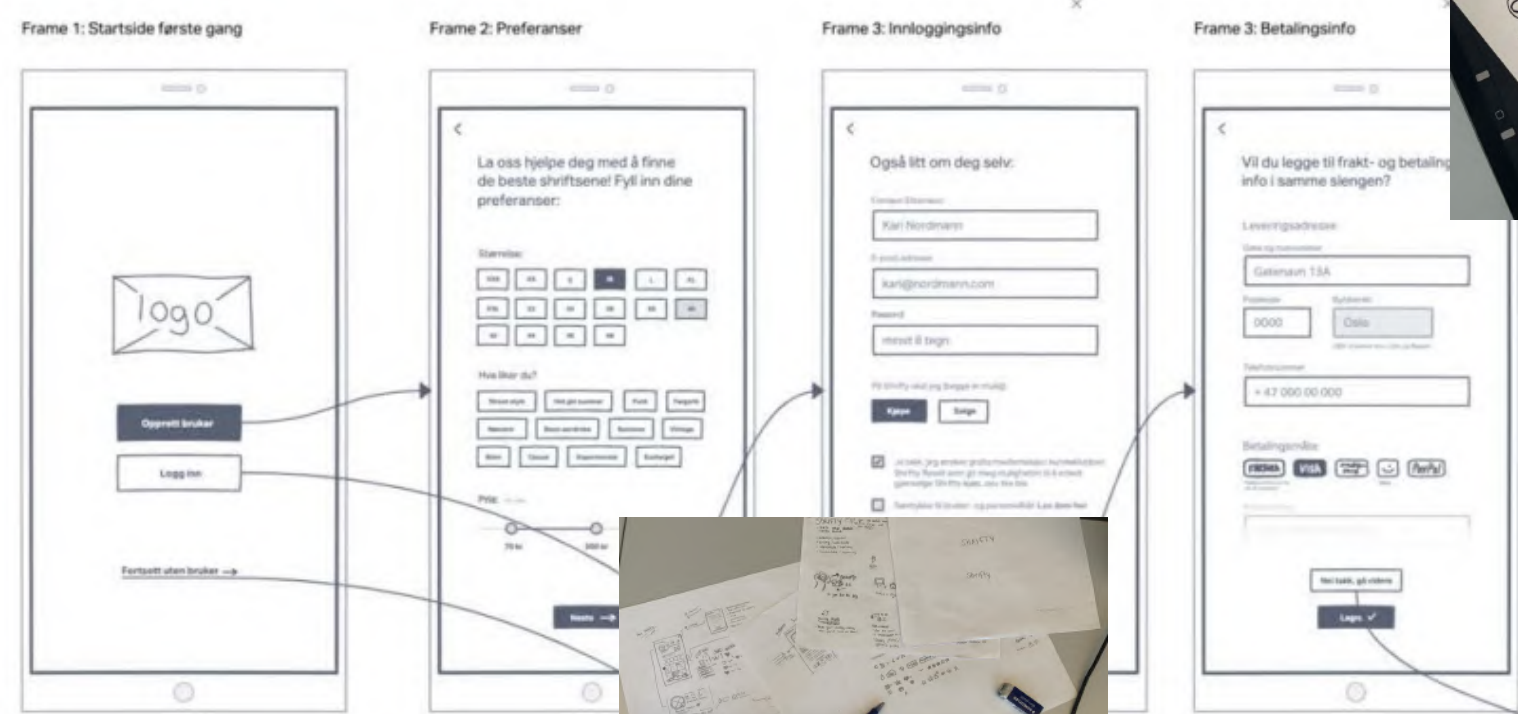


Shirty ordner kjøp og saig av broich-kjøp for deg!

Eller: hjemmeside: som dating tinder. for å finne plagg som du vil like. en ny måte å shoppe på



Registrering/oppstartspage



Project: Shirty, BA Thesis

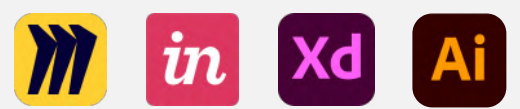
Date: Feb-June 2022

Skills:

Information architecture Wireframes

User flows WCAG

Tools:



Let's talk!



Book me at Calendly.

 calendly.com/janna-opheim



jannaopheim.com