

# MOLLY MAYER

 [www.mollyemayer.com](http://www.mollyemayer.com)

 402-617-9082

 [mollyemayer4@gmail.com](mailto:mollyemayer4@gmail.com)

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## PORTFOLIO

Design is visual communication, problem-solving, and creating experiences that help bridge the connection between the viewers and the communicators. As a graphic designer, my primary focus is to be sure I am equally staying on-brand and to be sure the information that is to be relayed is being done so clearly so it is easy to understand. My work spans across branding, digital design, and print. I thrive on translating ideas into visuals that connect with audiences.

My portfolio highlights projects that represent my versatility, attention to detail, and dedication to elevating messages through design. Each piece reflects my belief that strong design balances clarity and creativity, leaving a lasting impression. Also, the following projects are some of my favorites.



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## SOCIAL MEDIA

These are a few social media posts I was given creative freedom and executed creation using Adobe Illustrator and Photoshop to celebrate the employees, whether they were seasoned employees or interns. These posts were created for use on Facebook, LinkedIn, and Instagram.





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## VALLEY VIEW - PRINTED SIGNS

This was one of the first projects I helped with once I began at Felsbug Holt & Ullevig (FHU). We submitted a proposal to the city of Council Bluffs, Iowa. Within the proposal we had a 'before' photo (1) and a proposed 'after' photo (2). As the graphic designer assigned to this proposal, I used photoshop to create the proposed 'after' photo of the site.

Once we won the project, restoration began and the three signs (3, 4, & 5) were printed and placed along the trail.

(1)



(2)



### VALLEY VIEW PRAIRIE RESTORATION

The original area of tallgrass prairie has declined by 99% making it the most endangered ecosystem in North America. Conversion to agriculture has been the primary reason for this decline. This has resulted in increased soil erosion and pesticide usage while decreasing habitat for grassland breeding birds and pollinator insects.



#### DO YOU KNOW?

85%  
OF IOWA WAS ONCE COVERED IN TALL GRASS PRAIRIE

Fortunately, many in Iowa are recognizing the importance of bringing back our natural heritage. The former agricultural site you now stand in was replanted in 2020 with dozens of native wildflower and grass species. Additional areas have been restored north and south of McPherson Avenue, just west of Mosquito Creek. These plant communities provide natural habitat along the Mosquito Creek corridor for many Iowa species of concern.



#### A PRAIRIE ISN'T RESTORED OVERNIGHT

In the initial years following planting, annual "colonizer" species take advantage of the bare soil to spread and grow quickly. While it may look steady during this transition, the seeds of many perennial plants are spending their energy developing a DEEP ROOT SYSTEM so that they can be here for the long haul. AFTER 3 TO 5 YEARS, the perennial species become DOMINANT leaving little room for the weedy "colonizers".

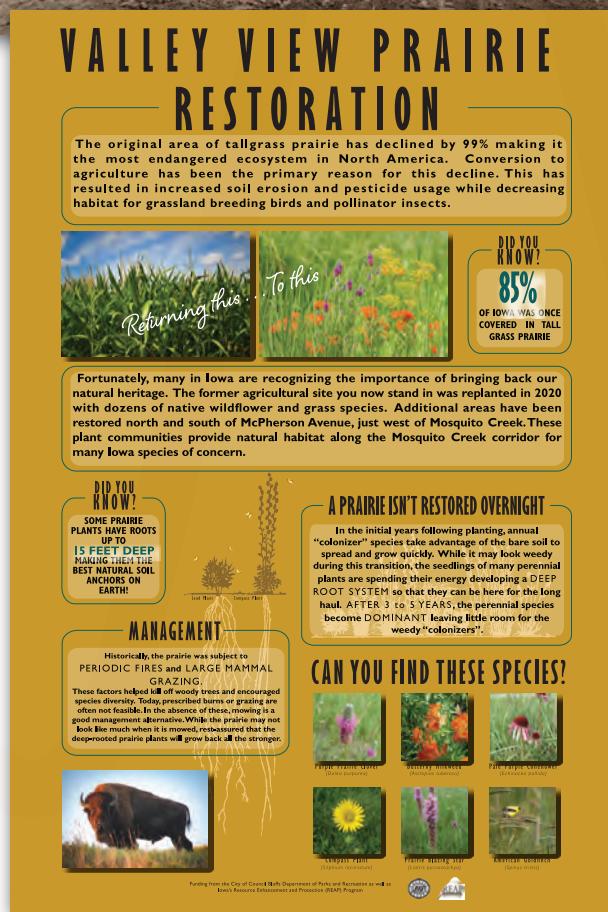
#### MANAGEMENT

Historically, the prairie was subject to PERIODIC FIRES and LARGE MAMMAL GRAZING. These factors helped control trees and encouraged species diversity. Today, prescribed burns or grazing are often not feasible. In the absence of these, mowing is a good management tool. It is important to note that if a prairie is mowed much when it is mowed, reassured that the deeprooted prairie plants will grow back all the stronger.

#### CAN YOU FIND THESE SPECIES?



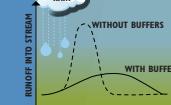
(3)



### VALLEY VIEW FLOODPLAIN BUFFER

#### MOSQUITO CREEK

In addition to the prairie restoration at Valley View, Mosquito Creek has also undergone important improvements. However, the most concern in this area was that the creek was channeled to limit flooding and move water out of the area as quickly as possible. The loss of slow-moving, meandering stream channels with natural floodplains has resulted in increased soil erosion and more pollutants in the stream.



A floodplain buffer is created along a stream or river by planting native trees and shrubs on the floodplain. When heavy rains come, a floodplain buffer helps reduce the likelihood of flooding in our communities. It also helps reduce soil erosion and improves water quality.

#### FLOODPLAIN BUFFER



DID YOU KNOW?  
THE IMPROVEMENTS ALONG MOSQUITO CREEK WERE PART OF THE CITY'S EFFORT TO HELP OFFSET STREAM IMPACTS THAT OCCURRED DUE TO PROJECTS IN OTHER PARTS OF THE CITY.



#### SOIL STABILIZATION

The floodplain buffer at Valley View has been restored by planting native trees along the stream bank with an understory of native grasses. These species, which include silver maple, red maple, and black willow, have deep, spreading root systems that reduce soil erosion and stabilize the banks with their roots and they filter our pollutants, which improves the water quality of the stream.

#### DID YOU KNOW?

THE NATIVE TREE AND GRASS PLANTINGS ALONG THE BANKS OF THE CREEK ARE AN EXAMPLE OF TALLGRASS PRAIRIE AND WOODLAND ENHANCEMENT ALONG THE MOSQUITO CREEK CORRIDOR BY PROVIDING INCREASED HABITAT FOR WILDLIFE.

(4)

### POLLINATOR HABITAT RESTORATION

#### WHAT ARE POLLINATORS?

Pollinators are animals that carry pollen from one plant to another. Pollinators in Iowa include native bees, honey bees, butterflies, moths, beetles, and birds. Pollinators are important to sustain native pollination; an area must have adequate sources of food, nectar, pollen, and nesting sites.



HABITAT CORRIDOR

Valley View Park includes restored prairie and woodland habitat along the Mosquito Creek corridor. This habitat is a mosaic of native species suitable for a wide range of pollinators. Valley View Park is located on the west side of McPherson Avenue, just west of the Mosquito Creek bridge. This habitat corridor along Mosquito Creek where pollinators can travel to find needed resources throughout the growing season.

#### FOREST AND PRAIRIE HABITAT

##### POLLINATORS

##### FOOD

##### SHELTER

##### WILDFLOWERS

##### LEAVES

##### ROCKS

##### SOIL

##### WATER

##### TEMPERATURE

##### WIND

##### SHADE

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## PERKINS COUNTY AQUATIC CENTER - LOGO DESIGN

This specific logo was not just another client to serve, but more of a passion project. This is the logo I created for my hometown's new aquatic center.

Created completely in Illustrator, I used solid-coated Pantone colors to create the palette. I also found a bubble-like font for the tag, "Make a Splash," and the center name under the water drop. The three lines are meant to be understood as waves and different hues of blue were chosen for water.

The logo was utilized by the City of Grant and the committee behind the Aquatic Center for promotional products.





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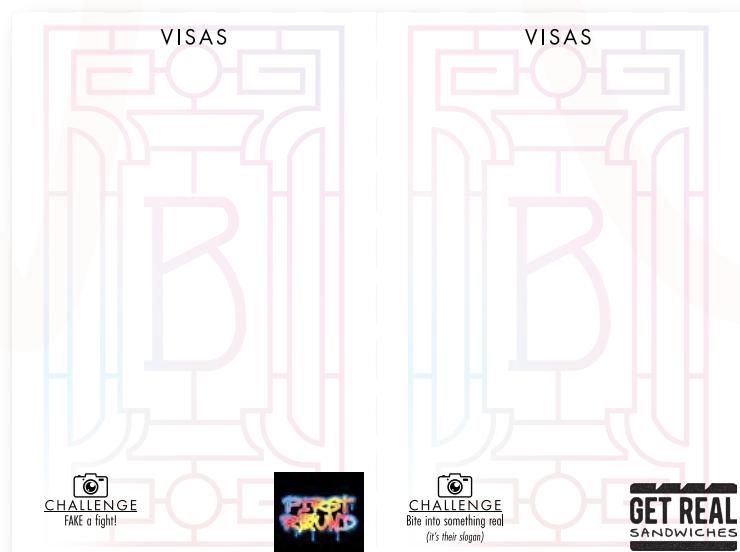
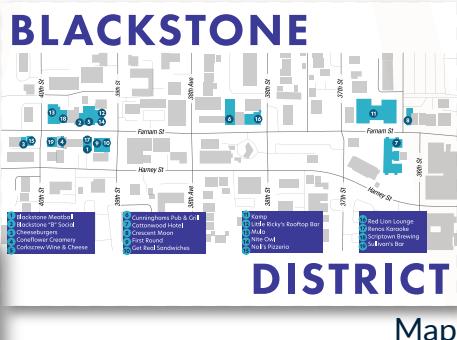
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## POST CONFERENCE GROUP ACTIVITY - PRINTED EVENT MATERIALS

MOVITE is a civil engineering-specific organization and for the last few years there have been individuals in my office who have had a major hand in organizing and planning for the different conferences. For the 2024 conference, the theme was, "Into the Multimodal Verse," and again, I was given creative freedom. This was a fun theme to work with because I was able to give all of the conference materials had the same design.

After one of the conference days, there was an event the engineers could participate in. Along with one of my co-workers we came up with a "passport." The engineers were split into teams and each team was given a passport and a Polaroid camera. Inside the passports the pages were dedicated to different stops in the Blackstone District and some included challenges for the group to participate in and photo evidence was required. It was a fun way to get the conference-goers out and about in one of Omaha's most popular districts.

This has been one of my favorite projects to complete so far in my career.



Inside pages  
(Opposite page was a spot for the photo)



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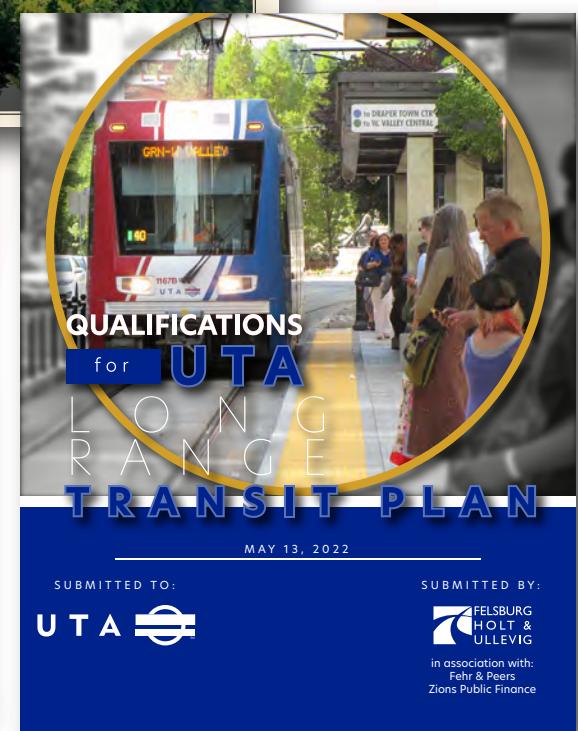
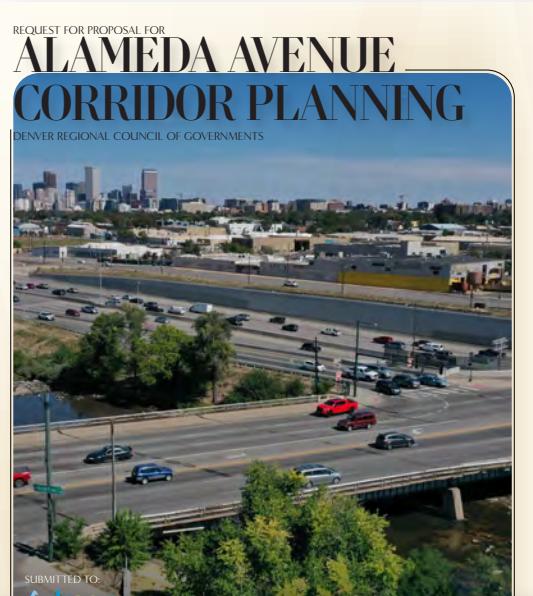
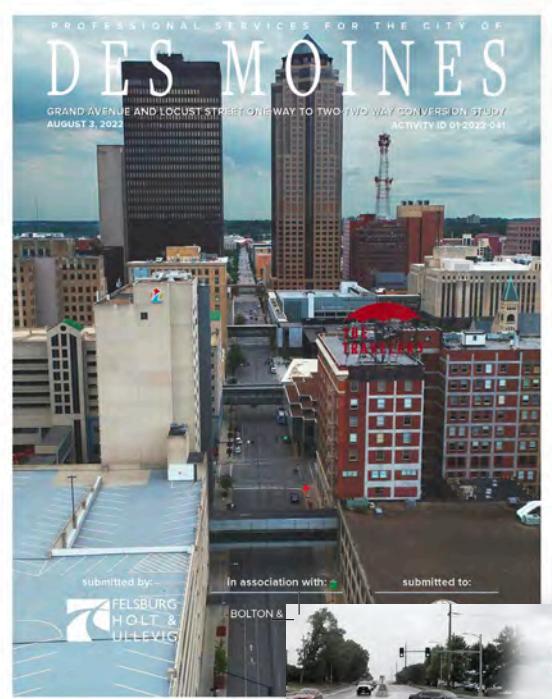
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## PROPOSAL COVERS - PRINT AND DIGITAL

Covers usually include a photo of the project area or a section of road where projected changes or updates would be occurring. Depending on the cover a project manager would request multiple photos or extra embellishments to help our proposal stand out against our competition. Some of the photos have been enhanced to match the creativity I was trying to deliver. The photos are not shown, but I have edited photos to make them appear as if they were taken in the spring or summertime rather than when they were actually taken (fall or winter).

A lot of my cover inspiration came from my own research of the area or other publications.





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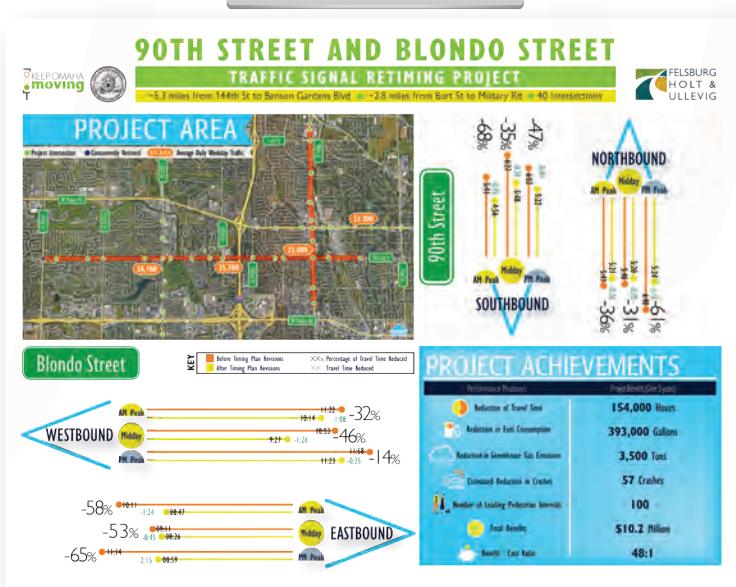
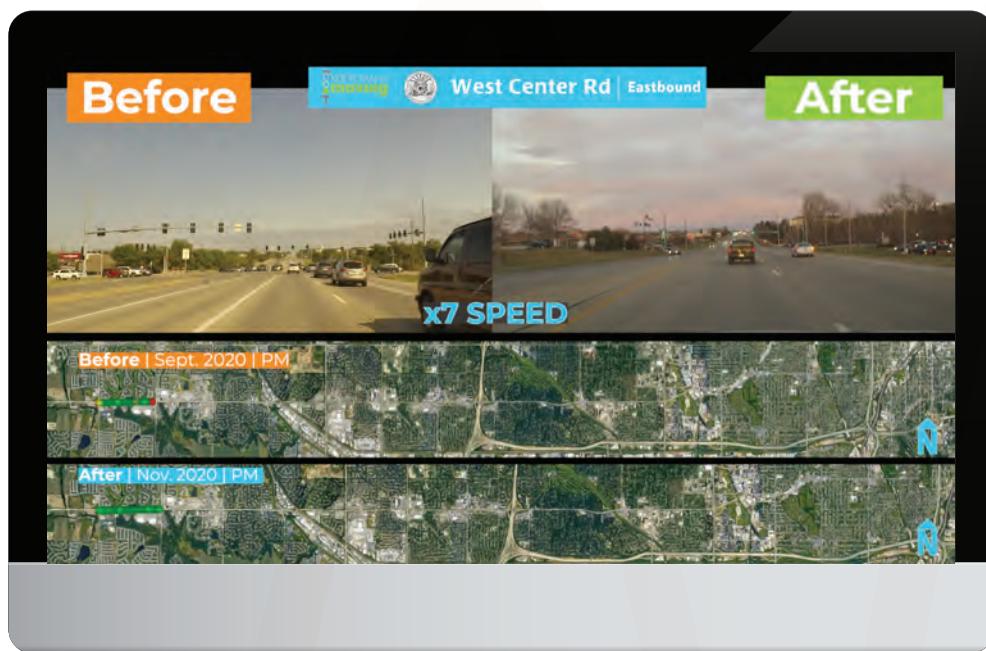
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## INFOGRAPHICS - PRINT AND DIGITAL

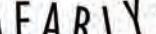
I truly enjoy getting to do infographics. I think they're one of the best ways to communicate information.

The video still shot is video footage from the dash cameras that were used during traffic signal timing. These videos were set up in Adobe Premiere Pro and arranged with aerial maps to show the viewer the location of the vehicle. I also have the infographic sheet that was delivered alongside the dash cameras/map video. These pieces of information were not public facing, they were delivered to the City of Omaha.

The other infographics were part of a different project that was public facing.



NEARLY  $\frac{1}{3}$  (31%) of  
**ALL CRASHES**

A simple line drawing of two cars, one white and one grey, facing each other. They are shown in a side-on view, with a red jagged line between them representing a collision.

& more than  $\frac{1}{3}$  (37%) of  
**KSI**  **CRASHES**



involved a   
**DRIVER OR**  
**OPERATOR**

22% of KSI ⚠️ CRASHES



involved a   
**DRIVER OR**  
**OPERATOR**  
the age of 70 years old