

# MOLLY MAYER



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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.



## 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.





## 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.



### 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.

*Returning this... To this*

**DID 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.

**DID YOU KNOW?**  
SOME PRAIRIE PLANTS HAVE ROOTS UP TO 15 FEET DEEP MAKING THEM THE BEST NATURAL SOIL ANCHORS ON EARTH!

**MANAGEMENT**  
Historically, the prairie was subject to PERIODIC FIRES and LARGE MAMMAL GRAZING. These factors helped keep off woody trees and encouraged species diversity. Today, prescribed burns or grazing are often not feasible. In the absence of these, mowing is a good management alternative. While the prairie may not look like much when it is mowed, reseeded that the deeprooted prairie plants will grow back all the stronger.

**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 weedy during this transition, the seedlings 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".

**CAN YOU FIND THESE SPECIES?**

**FOREST AND PRAIRIE HABITAT**

POLLINATORS	FOOD	SHELTER
<b>BUMBLE BEES</b> Bumble bees are important pollinators in the prairie. They are also important for the prairie's health.	Larvae: nectar & pollen provided by native flowers. Adults: nectar	Nest: in soil cavities, abandoned bird nests, or in hollow stems.
<b>BEETLES</b> Larvae: nectar on prairie plants. Adults: nectar	Larvae: nectar & pollen provided by native flowers. Adults: nectar	Nest: in soil cavities, abandoned bird nests, or in hollow stems.
<b>BUTTERFLIES &amp; MOTHS</b> Butterflies and moths are important pollinators in the prairie. They are also important for the prairie's health.	Larvae: nectar on prairie plants. Adults: nectar	Nest: in soil cavities, abandoned bird nests, or in hollow stems.
<b>FLIES</b> Larvae: nectar on prairie plants. Adults: nectar	Larvae: nectar & pollen provided by native flowers. Adults: nectar	Nest: in soil cavities, abandoned bird nests, or in hollow stems.
<b>WASPS</b> Larvae: nectar on prairie plants. Adults: nectar	Larvae: nectar & pollen provided by native flowers. Adults: nectar	Nest: in soil cavities, abandoned bird nests, or in hollow stems.
<b>HONEYDEWERS</b> Larvae: nectar on prairie plants. Adults: nectar	Larvae: nectar & pollen provided by native flowers. Adults: nectar	Nest: in soil cavities, abandoned bird nests, or in hollow stems.

**DID YOU KNOW?**  
THE NATIVE TREE AND GRASS PLANTINGS ALONG THE BANKS OF THE CREEK COMPLEMENT THE TALLGRASS PRAIRIE AND WOODLAND ENHANCEMENT ALONG THE MOSQUITO CREEK CORRIDOR AT PHOTONIC.

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### VALLEY VIEW FLOODPLAIN BUFFER

**MOSQUITO CREEK**  
In addition to the tallgrass prairie restoration at Valley View Park, the west bank of Mosquito Creek has also undergone improvements. In the past Mosquito Creek, like most streams in urban areas, was channelized to limit flooding and more 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.

**RAIN**  
WITHOUT BUFFERS  
WITH BUFFERS

**SOIL STABILIZATION**  
The floodplain buffer at Valley View has been restored by planting native trees above the stream bank with an understory of native grasses. These species, which include silver maple, eastern cottonwood, white oak, hackberry and pin oak, are tolerant of periodic flooding from the creek. These plants help prevent soil erosion by stabilizing the banks with their roots and they filter out pollutants, which improves the water quality of the stream.

**DID YOU KNOW?**  
THE HERONSCHETS ALONG MOSQUITO CREEK WERE DONE IN PART TO HELP OFFSET STREAM IMPACTS THAT OCCURRED DUE TO PROJECTS IN OTHER PARTS OF THE CITY.

**FLOODPLAIN BUFFER**  
A floodplain buffer is an area along a stream or river vegetated with grasses, shrubs, or trees. When heavy rains come, these buffers help reduce the amount water flowing into the stream by creating areas where water can be stored and absorbed back into the soil. Consequently, less water is funneled downstream during storms which helps reduce flooding. At Valley View Park, a floodplain buffer has been created along Mosquito Creek in what was previously agricultural cropland.

**DID YOU KNOW?**  
THE NATIVE TREE AND GRASS PLANTINGS ALONG THE BANKS OF THE CREEK COMPLEMENT THE TALLGRASS PRAIRIE AND WOODLAND ENHANCEMENT ALONG THE MOSQUITO CREEK CORRIDOR AT PHOTONIC.

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### POLLINATOR HABITAT RESTORATION

**WHAT ARE POLLINATORS?**  
Pollinators are animals that carry pollen from one plant to another. Pollinators in the prairie include bees, butterflies, moths, beetles, flies, wasps, and birds. They are essential for the prairie's health and for the production of many of the foods we eat.

**HABITAT CORRIDOR**  
Valley View Park includes restored tallgrass prairie and woodland habitats, which have been planted with a diverse mix of native species to provide a wide range of pollinator habitats. Research has shown that native species are more likely to thrive in native habitats than in non-native ones.

**FLOWERING PLANTS AND POLLINATORS LITERALLY KEEP EACH OTHER**  
Over 80% of flowering plants, including over 100 types of agricultural crops, depend on pollinators to produce fruit and seeds. Pollinators, in turn, depend on the nectar and pollen provided by these plants for food. Without pollinators, many of the foods we eat would disappear.


**DID YOU KNOW?**  
Many pollinators only fly during specific times of the day and are attracted to certain colors and shapes. By planting native species, we can help ensure that these pollinators have the food and shelter they need to thrive.


**HOW YOU CAN HELP**  
• Create pollinator-friendly habitat with native flowering plants.  
• Mow less or mow at a lower height.  
• Provide undisturbed habitat in your yard with dead plants and weeds.  
• Educate your neighbors, friends, and community groups about the importance of pollinators.

**TO LEARN MORE, VISIT: [WWW.POLLINATOR.ORG](http://WWW.POLLINATOR.ORG)**

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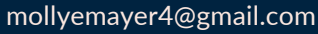
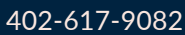
## PERKINS COUNTY AQUATIC CENTER - LOGO DESIGN

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.





MOLLY  
MAYER

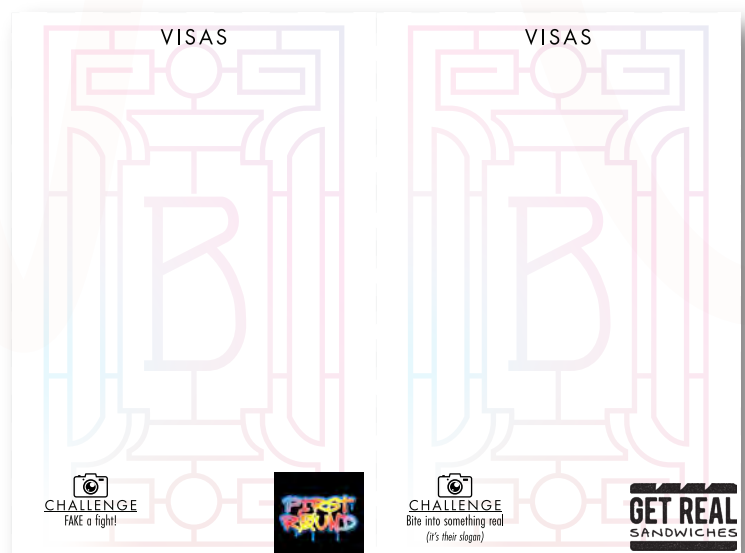
MOVITE is a civil engineering-specific organization and for the last few years there have been individuals in my office who have had a major hand in organizing and planning for the different conferences. For the 2024 conference, the theme was, "Into the Multimodal Verse," and again, I was given creative 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.




### Directions




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



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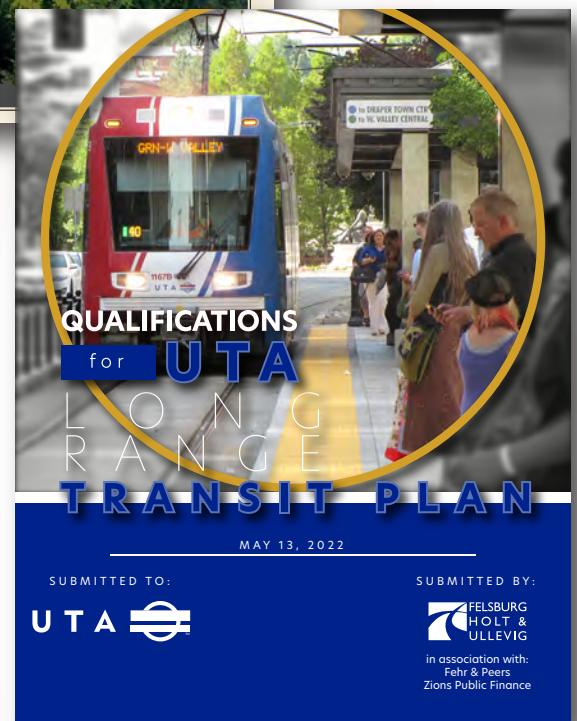
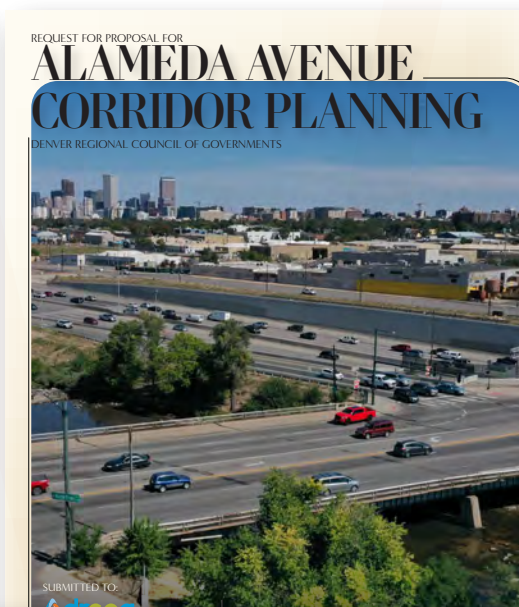
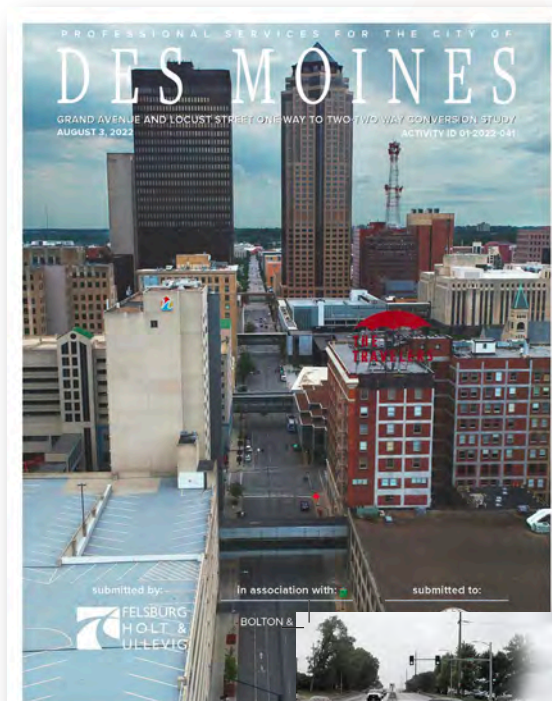
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## PROPOSAL COVERS - PRINT AND DIGITAL


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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## 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.

