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Paige Mulder Portfolio

September 2026

01.

Trash Talkers: Sustainability Seminar

For this assignment, my group was tasked with creating a realistic conference. We landed on the idea of a sustainability conference embracing the unglamorous and often overlooked realities of sustainable living. As the team's Branding & Marketing lead, I was responsible for developing the full visual identity of the conference. My deliverables included a comprehensive style guide, logo design, a main banner, outdoor signage, a poster, and three pieces of swag. To match our conference's theme, our swag consisted of an iron-on patch, a button pin, and a seed bookmark. The bookmark texture was built in Photoshop using sourced photography, expanded to the proper dimensions using the clone tool, and finished with a separate mockup presentation.



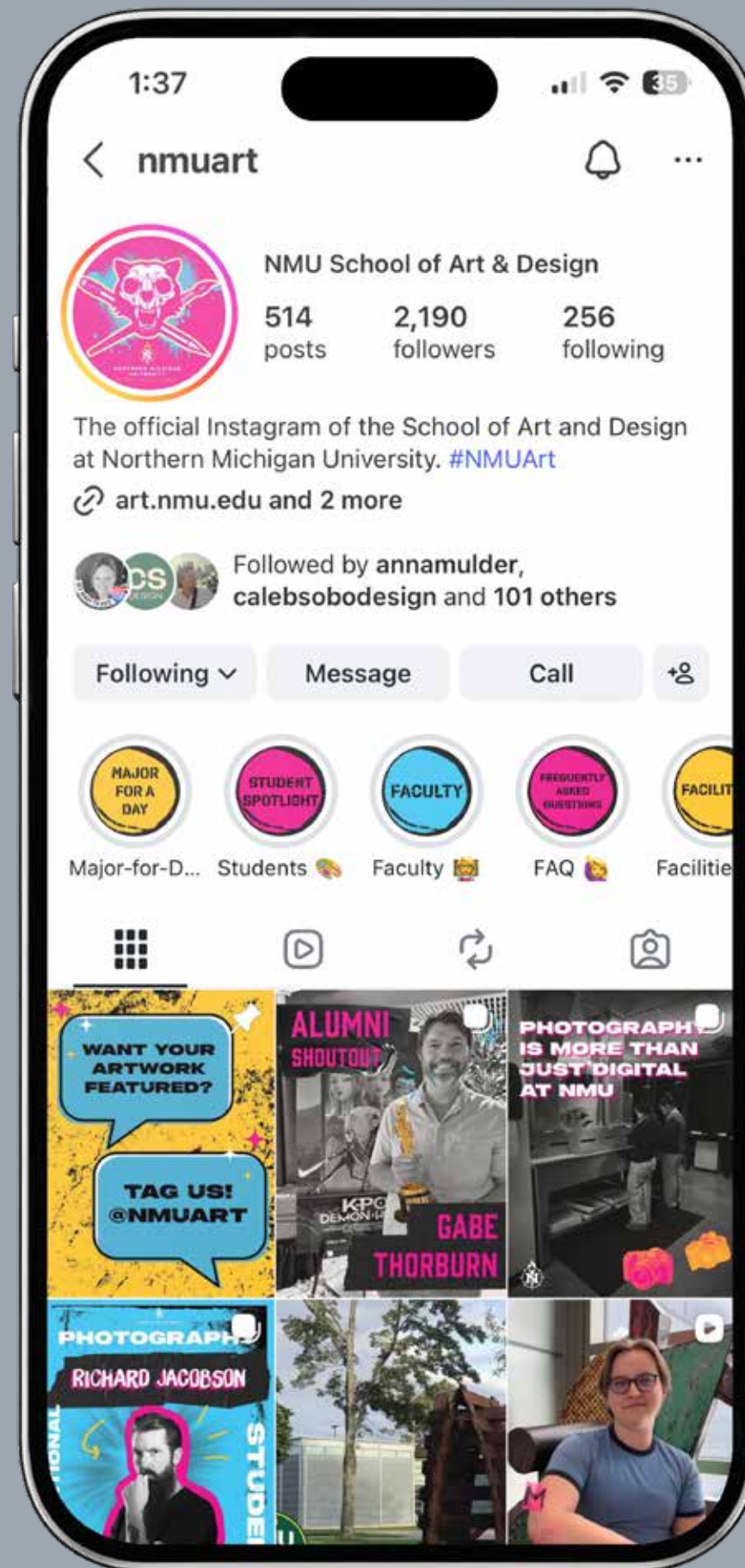
02.

Social Media Content Creation

During my time as Social Media Intern with Northern Michigan University's School of Art and Design, I was tasked with developing new branding that embodied the creativity taught within the program. After conducting research, I found that high-saturation, high-brightness color palettes were rarely leveraged in academic settings, an opportunity I used to differentiate the school's visual identity.

Following a structured content creation schedule, I coordinated meetings with university professors, produced engaging reel content, and developed alumni and student spotlight features.

This role strengthened my communication skills and sharpened my proficiency and speed with graphic design software.



03.

Email Marketing

While working at Northern Michigan University’s Marketing and Communications Department, I was privileged in helping with the redesigning of the university’s national scholarship competitions. Working as a team with the other student designers, we created a collection of branding assets from the postage stamp that categorizes students by personality type, similar to the sorting hat in the Harry Potter franchise. My main responsibilities was creating an email flow for the competition, establishing consistency between the virtual and in-person offerings.



AN EXCITING SCHOLARSHIP OPPORTUNITY AWAITS





PRESIDENTIAL SCHOLARS COMPETITION



Our largest scholarship opportunity is happening in November. See if you qualify for the Presidential Scholars Competition and register now.

DEADLINES APPLY.



REGISTER AND LEARN MORE HERE

REVIEW THE STUDENT INSTRUCTION PACKET



REVIEW INSTRUCTIONS HERE

This contains important information you need to know, such as technology, troubleshooting and contact if you run into any issues during the competition.



FIND YOUR TIMEZONE

	INTRO	GROUPS
EASTERN MI, IN, OH	4 PM	4:15 PM
CENTRAL WI, IL, MN	3 PM	3:15 PM
MOUNTAIN UT, CO, AZ	2 PM	2:15 PM
PACIFIC CA, WA, OR	1 PM	1:15 PM
ALASKA	12 PM	12:15 PM
HAWAII-ALEUTIAN	11 AM	11:15 AM



THANK YOU

For submitting your application for the Virtual Presidential Scholarship Competition on November 15-16, 2026



YOUR REGISTRATION STATUS IS CONFIRMED



TENTATIVE SCHEDULE OF EVENTS



TAP HERE TO VIEW

CHECK YOUR MAIL BOX!

We'll be mailing an event schedule and other items you'll need a week prior to your competition date.

04.

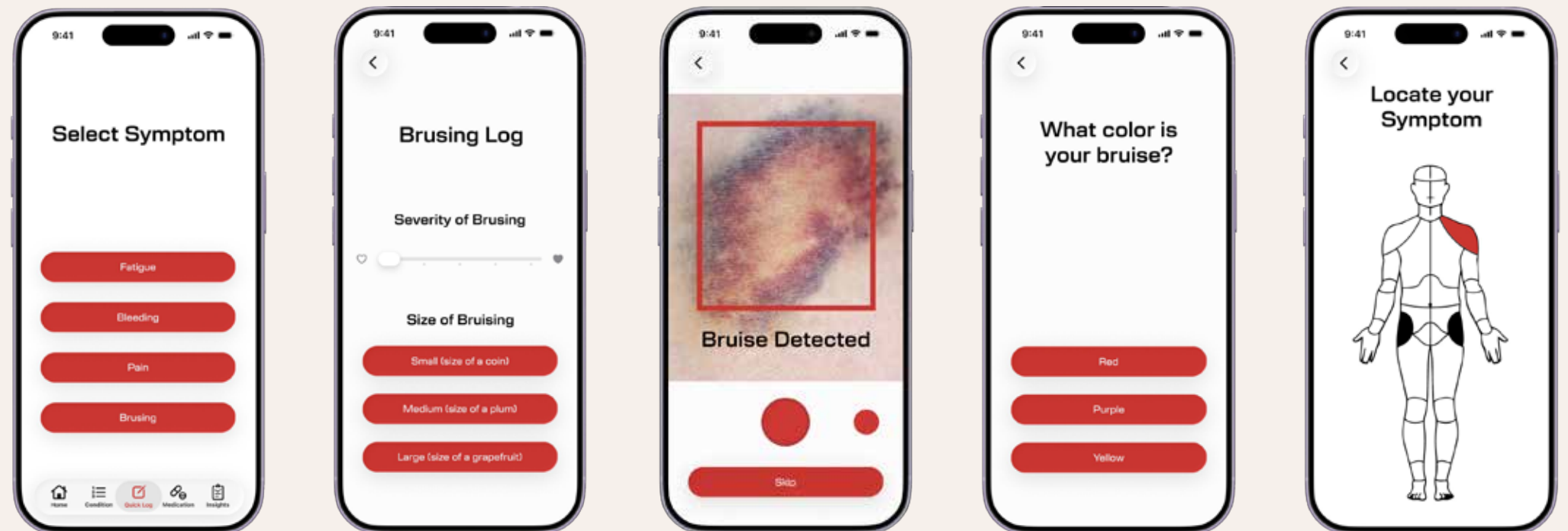
HemaFlow: App Design

As someone living with Von Willebrand disease, I found that existing tools made symptom tracking feel like a chore. For this project, I designed HemaFlow, an app built around speed and intuition, so that logging a symptom never gets in the way of actually managing one.

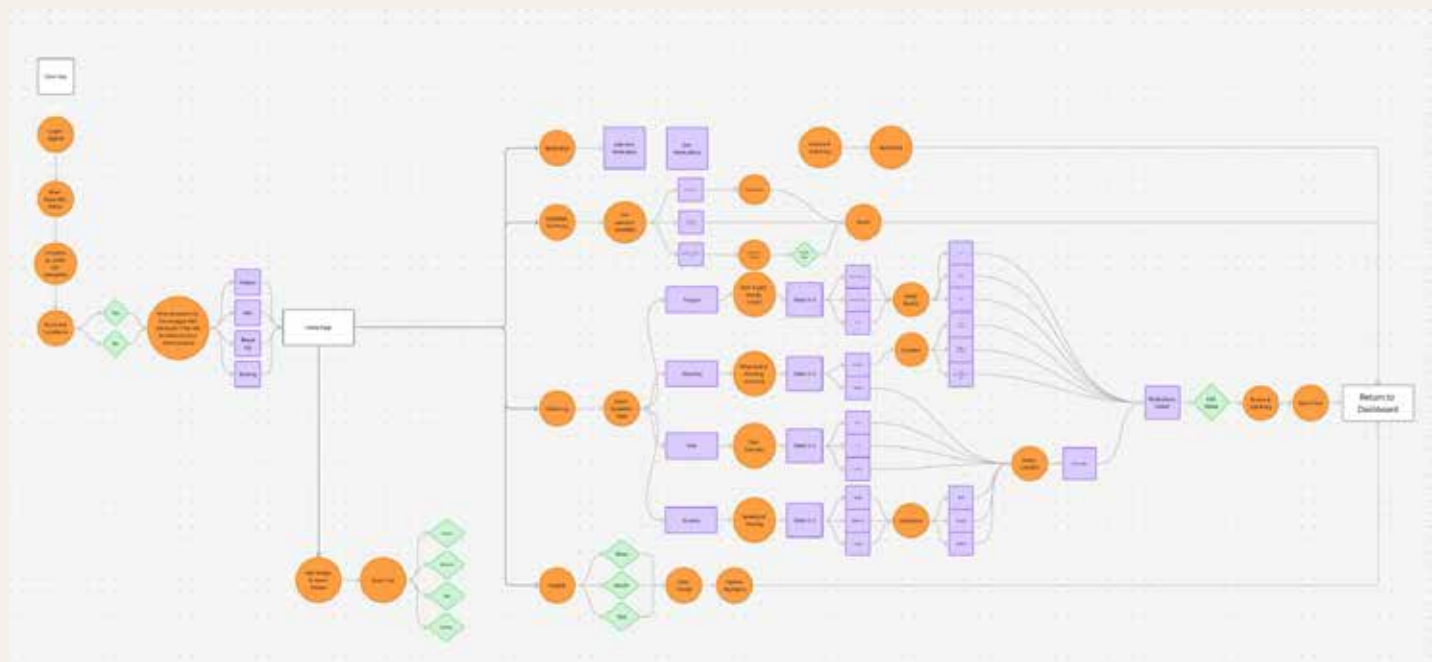
The design centers on two key features: a home screen that surfaces a user's condition, most common symptom, and a weekly overview at a glance, and a widget that lets users log a symptom with a single tap before being guided through tailored follow-up questions in the app. The quick log flow allows users to select a symptom, record severity, size, and color, and pinpoint its location on a body map, all in just a few steps.

QUICK LOG PAGES

A quick log lets users select a symptom and record bruising severity, size, color, and location on a body map.



Flow Chart



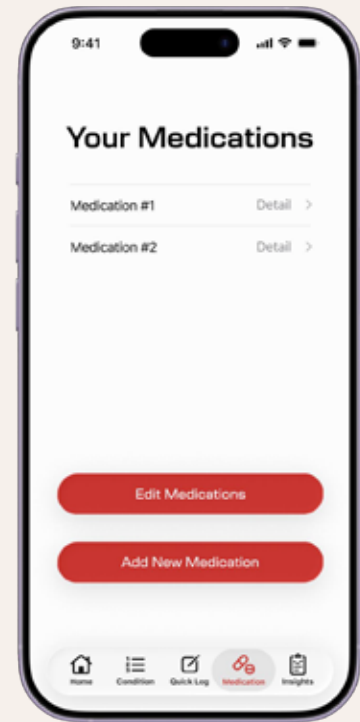
WIDGET APPLICATION

A widget lets users log symptoms with one tap, then opens tailored questions in the app.



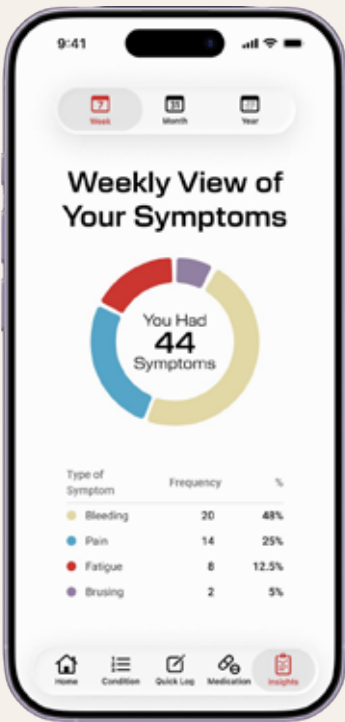
HOME PAGE

A home screen shows the user's name, condition, and a graph of their most common symptom this week.



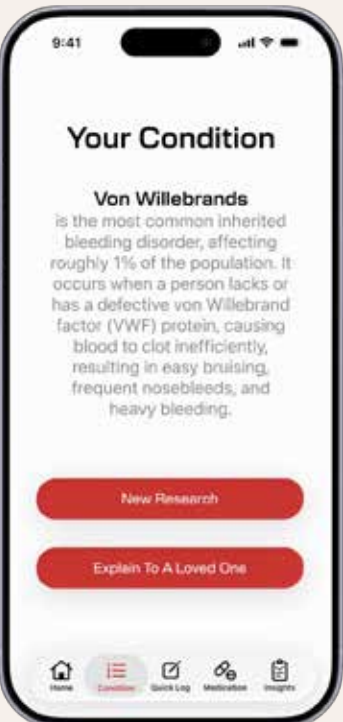
MEDICATION PAGE

This page allows users to edit their medications, which later is shown in the quick log prompted questions.



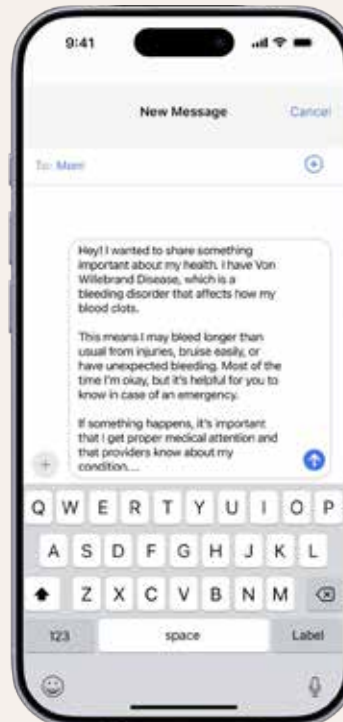
INSIGHTS PAGE

Users can see their symptom data in week, month, and year format.



CONDITION SUMMARY

This page give a brief summary of the pre-selection condition, provides research, and an explain to a loved one option.



EXPLAIN TO A LOVED ONE

This screen provides an option for the user to select which person they would like to text and send valuable information to a family member.

05.

Multimedia Campaign

Another project I worked on while a student graphic designer in the university marketing and communications team was a campaign to encourage students to attend athletic events. There was a total of 4 deliverables, 2 of which were print. This project expanded my skill set in Photoshop, and ability in managing large files.

Go Cats' Go!



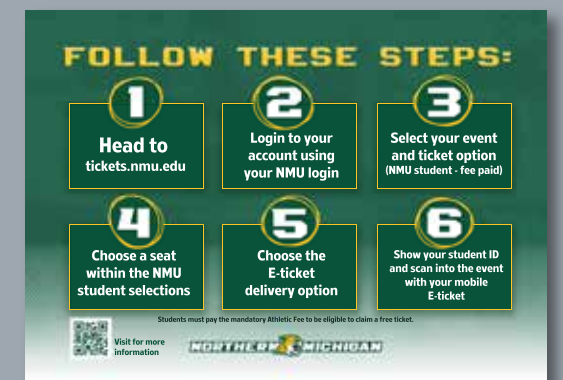
Poster



Digital Signage



Handout Front



Handout Back



Social Media Adaptation

06.

Poster Design

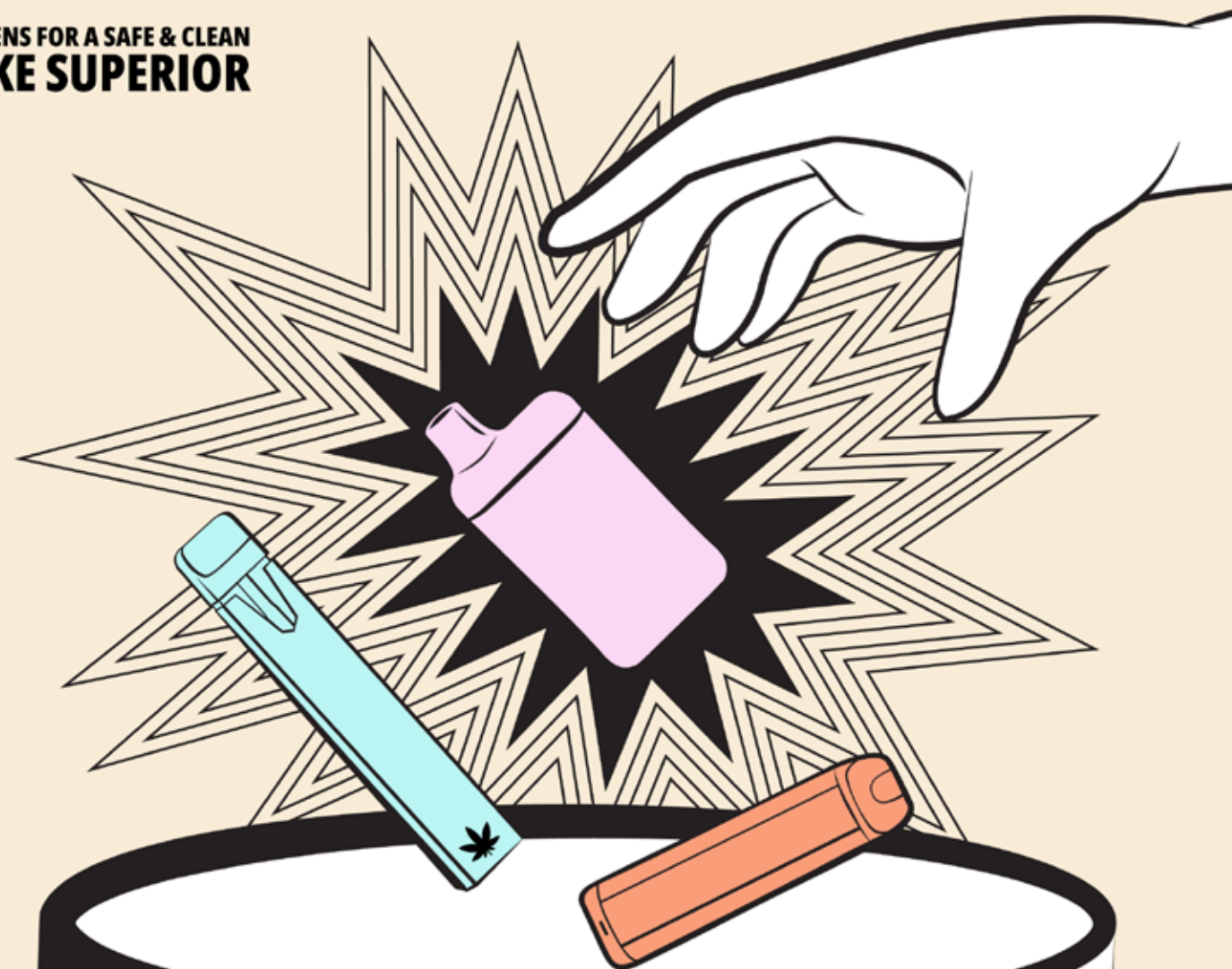
Here are various poster designs I have made in Adobe Illustrator. To the left, both created for Students' Art Gallery exhibitions.

303 (left) is a class offering every semester where students create a collection of artwork depending on their discipline, then they go through an intense examination from Art and Design faculty pointing out areas of improvement. The eyes are representational of perception during the sessions.

On the next page is a personal project I created for Marquette non-profit Citizens for a Clean and Safe Superior, which was used for promotional material in their 2026 Vape Recycling campaign.



CITIZENS FOR A SAFE & CLEAN
LAKE SUPERIOR



RECYCLE YOUR VAPES

ALL BRANDS- NO GLASS

DROP-OFF LOCATIONS

MARQUETTE - KENNY'S CORNER STORE

MARQUETTE - CIRCLE K ON US-41

HARVEY - CIRCLE K ON US-41



LEARN MORE

RECYCLE
906



Students' Art Gallery Presents...

Connections

How are we connected?

What emotions tie us together?

How do images, words, sound, and
movement create connection?

Where do your experiences connect with
someone else's?

February 13 - March 11

Submissions Due Tuesday Feb 10th

SAG* now located in Lydia M. Olson Library | Room 222 | Underneath the main staircase

SAG*

Hours: MWR 10-8 | T 10-7 | F 10-5

@sagnmu

07.

Web Design

For this assignment, I was to develop a website for a letter press museum entitled 'Type Treasures'. The task at hand was the creation of five cohesive web pages, which required basic knowledge of hand coding HTML and CSS.

After recently visiting the Hamilton Type Museum a week prior I was drawn to the "HWT Etta East", one of their typefaces available on Adobe fonts, it reminded me of southern saloon culture.

All content was created from the ground up, beginning with design research, sketching, asset development, and ultimately creating design comps in Photoshop and coding the site in Adobe Dreamweaver.





TYPE-TASTIC EXHIBITS

Over 1.5 million pieces of wood type in more than 1,000 styles and sizes on display!



THE CRAFT OF CUTTING

Before the industrial age, every character on display was meticulously cut by hand by skilled artisans. Learn about the evolution of the pantograph, the ingenious machine that eventually revolutionized wood type production, allowing for the rapid creation of thousands of new styles and sizes to meet the booming demand of 19th-century printers.

FACES OF THE FONT

Step into the world of typographic design and discover the fascinating names given to popular wood type styles. From the bold, geometric slab serifs to the elegant, swirling scripts, see how different 'faces' convey distinct moods, messages, and periods of history that shaped advertising and poster design.



ROLLING OFF THE PRESS

Our collection goes beyond the type itself, including the powerful machinery used to bring the characters to life. Examine various historic letterpress machines, from small tabletop proof presses to large, imposing printing presses, and understand how the composition and printing process worked in a bustling 19th-century print shop.



500 PER PERSON

Perfect for office Team Building!
Email us for special group rates

BEHIND-THE-SCENES TOUR

An informal tour of our secured storage rooms. Led by a specialist, learn how we catalog and restore the nation's largest wood type collection, seeing rare, non-public specimens.



945 PER PERSON

All ages!
Make up to 15 Prints in this 2 hour workshop

LETTERPRESS 101 WORKSHOP

Learn the fundamentals of setting wood type, inking the press, and pulling clean, consistent prints. Experiment with color and composition and leave with your own finished piece. No experience needed.



500 PER PERSON

Dinner and Drinks Provided!
Print to your hearts content

NIGHT AT THE MUSEUM AFTER-HOURS

A memorable evening of printing and exhibits. Enjoy curated music, atmospheric lighting, and late-night access to the studio. Create posters, cards or zines and watch live demos. Perfect for both creatives and night owls alike.

UPCOMING SEASONAL EVENTS

New Years Resolution
Poster Party

Summer Type Camp
1 or 3 Day Adventure

Holiday Cards
Letterpress Studio

Vintage Valentine
Print Party

Spooky Prints
Night



LETTERPRESS LEGENDS

We only have one current staff member, but you might know him from films on the big screen



His favorite typeface is *Garamond*

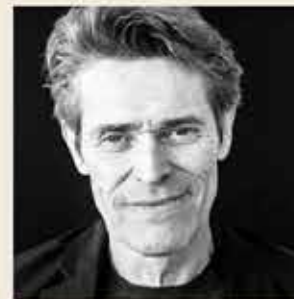


His go-to color combo is *Greyscale*

His creative outlet is *Preforming*



His artistic mantra is *A Beginners Mind*



WILLEM DAFOE

Willem has a dedication to print making like no other! He has a masters understanding of wood type & letterpress history



ONE OF A KIND GIFTS

Take home your favorite print created by one the 50+ talented artists working within our studio





08.

Samurai Sushi

For this assignment, the students were tasked to develop the logomark and logotype for Samurai Sushi, a hypothetical restaurant located in Seattle, Washington.

Ai

Ps



SAMURAI SUSHI



10.

Zine

For this assignment, the students were tasked to develop a zine. The project was in collaboration with a publication course, which also worked through various forms of stitch binding.

The work was ultimately experimental, as each page was to explore a different typographic technique. Adobe Photoshop, Illustrator, and InDesign were used to construct the project prior to print and material assembly.

Ai

Ps

Id

