

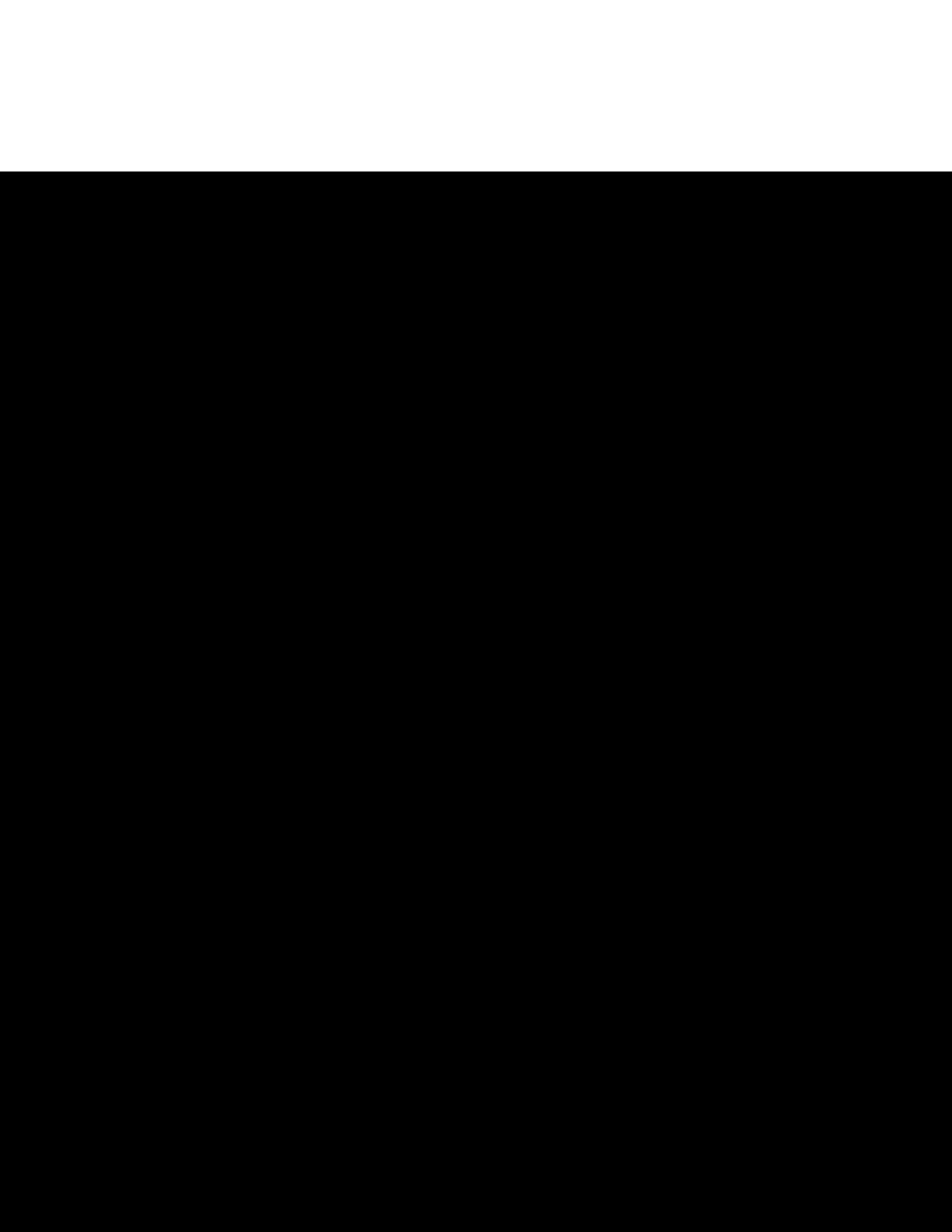
# PORTFOLIO





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# TOYOTA

## DIGITAL AD

### CHALLENGE

Toyota's goal is to increase sales on new models through the use of digital advertisements. How might we communicate Toyota's value in the automotive industry?

### OUTCOME

Many of Toyota's models emphasize speed and lifestyle. The concept was derived from the keywords.

LEASE FOR

**\$249**

A MONTH

FOR

**36**

MONTHS



2019 TOYOTA

**RAV4**

[SHOP NOW](#)

**Danville**  
**TOYOTA**

EXCLUDES HPMS. CUSTOMERS CAN RECEIVE \$1,000 CASH BACK FROM TOYOTA OR CAN APPLY CASH BACK TO DOWN PAYMENT. CASH BACK MAY NOT BE COMBINED WITH OTHER OFFERS UNLESS SPECIFIED OTHERWISE. \$499 DEALER FEE IS EXTRA. VEHICLE SHOWN MAY BE PROTOTYPE AND/OR SHOWN WITH OPTIONS. ACTUAL MODEL MAY VARY. DELIVERY MUST BE TAKEN FROM DEALER STOCK BY 11/30/19 AND IS SUBJECT TO AVAILABILITY.



*Danville*  
**TOYOTA**

125 Piedmont Place, Danville, VA 24541  
Sales/Service/Parts: (434) 822-0300

Get Directions to Danville Toyota

Enter Your Starting Address

GO

LEASE FOR  
**\$249**  
A MONTH  
FOR  
**36**  
MONTHS



2019 TOYOTA  
**RAV4**

SHOP NOW

*Danville*  
**TOYOTA**

EXCLUDES HYBRIDS. CUSTOMERS CAN RECEIVE \$3,000 CASH BACK FROM TOYOTA OR CAN APPLY CASH BACK TO DOWN PAYMENT. OFFER MAY NOT BE COMBINED WITH OTHER OFFERS UNLESS SPECIFIED OTHERWISE. \$498 DEALER FEES ARE EXTRA. VEHICLE SHOWN MAY BE PROTOTYPE AND/OR SHOWN WITH OPTIONS. ACTUAL MODEL MAY VARY. DELIVERY MUST BE TAKEN FROM DEALER STOCK BY 1/2/19 AND IS SUBJECT TO AVAILABILITY.

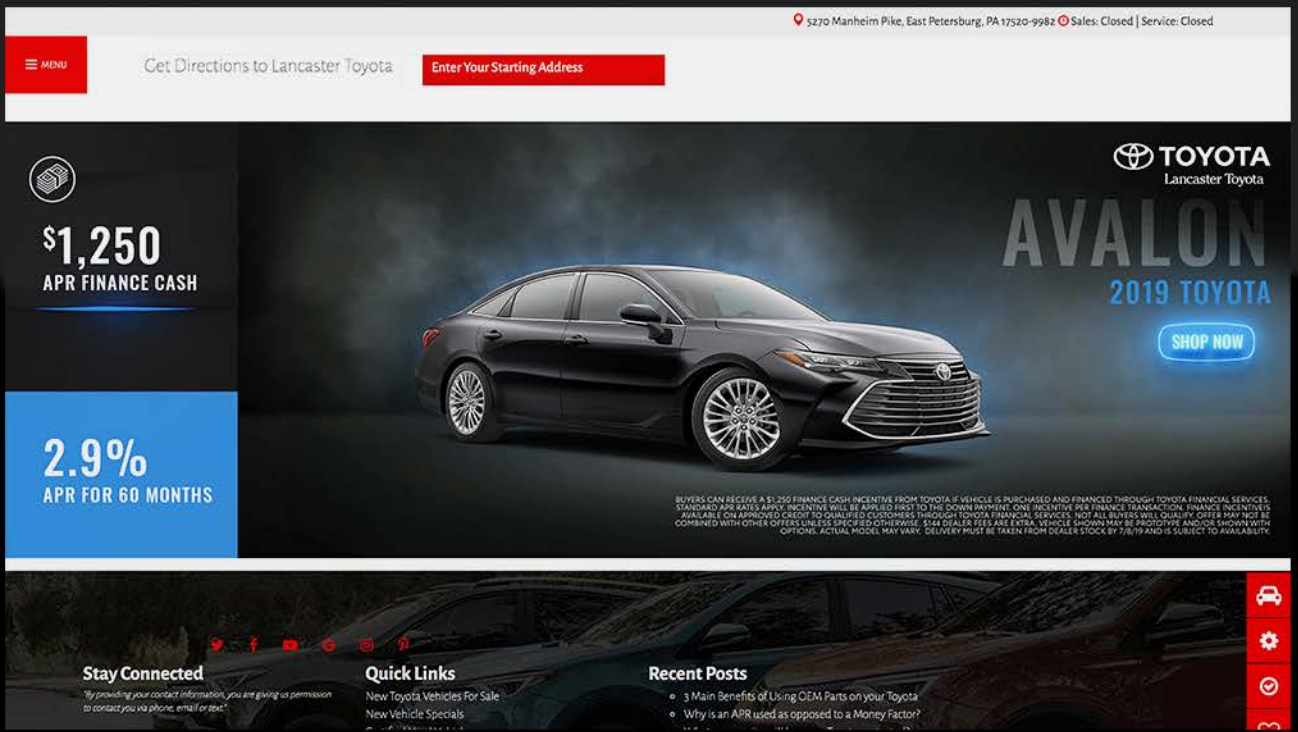


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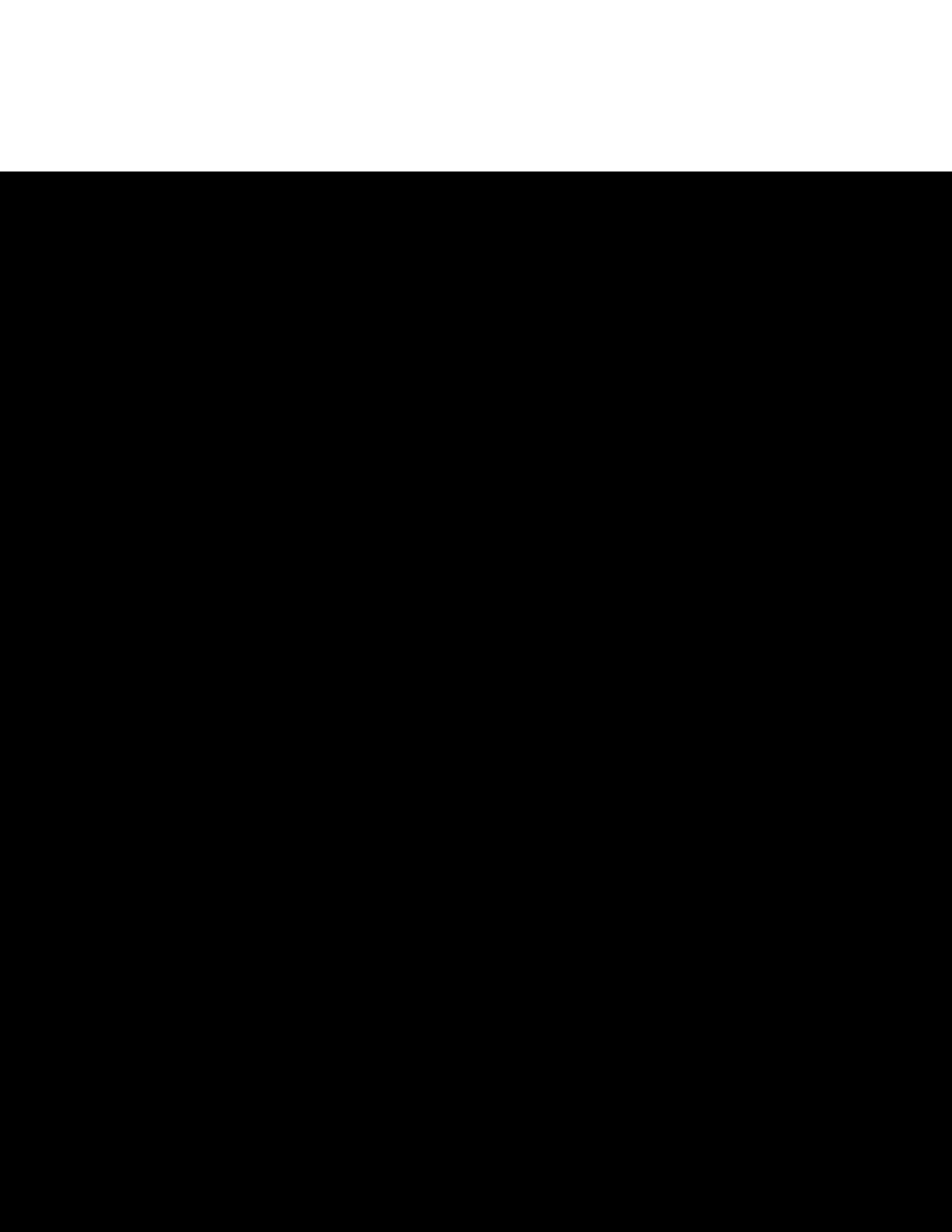
**2.9%**  
APR FOR 60 MONTHS



**TOYOTA**  
Lancaster Toyota

**AVALON**  
2019 TOYOTA

[SHOP NOW](#)



# CAREER FAIR SERIES

## EDITORIAL DESIGN

### CHALLENGE

The Department of Career Services needed a campaign to attract to young college students to increase the number of attendees to the event.

### OUTCOME

I created the slogan “choose your destination” as an overall theme. By implementing an overall theme, consistency is shown, establishing loyalty between Stevenson University, students, and employers.

CAREER

# FAIR

choose your destination







Spring Career /  
Internship Fair  
Information

meet and connect with  
over 40 employers  
april 2nd at 12-2pm  
rockland banquet room

Spring  
Internship  
choose your destination

meet and connect with  
over 40 employers  
april 2nd at 12-2pm  
rockland banquet room

Spring Career /  
Internship Fair  
choose your destination

meet and connect with  
over 40 employers  
april 2nd at 12-2pm  
rockland banquet room

Spring  
Intern  
choose your

# Spring Career / Internship Fair

choose your destination

meet and connect with  
over 40 employers  
april 2nd at 12-2pm  
rockland banquet room



# Spring Career / Internship Fair

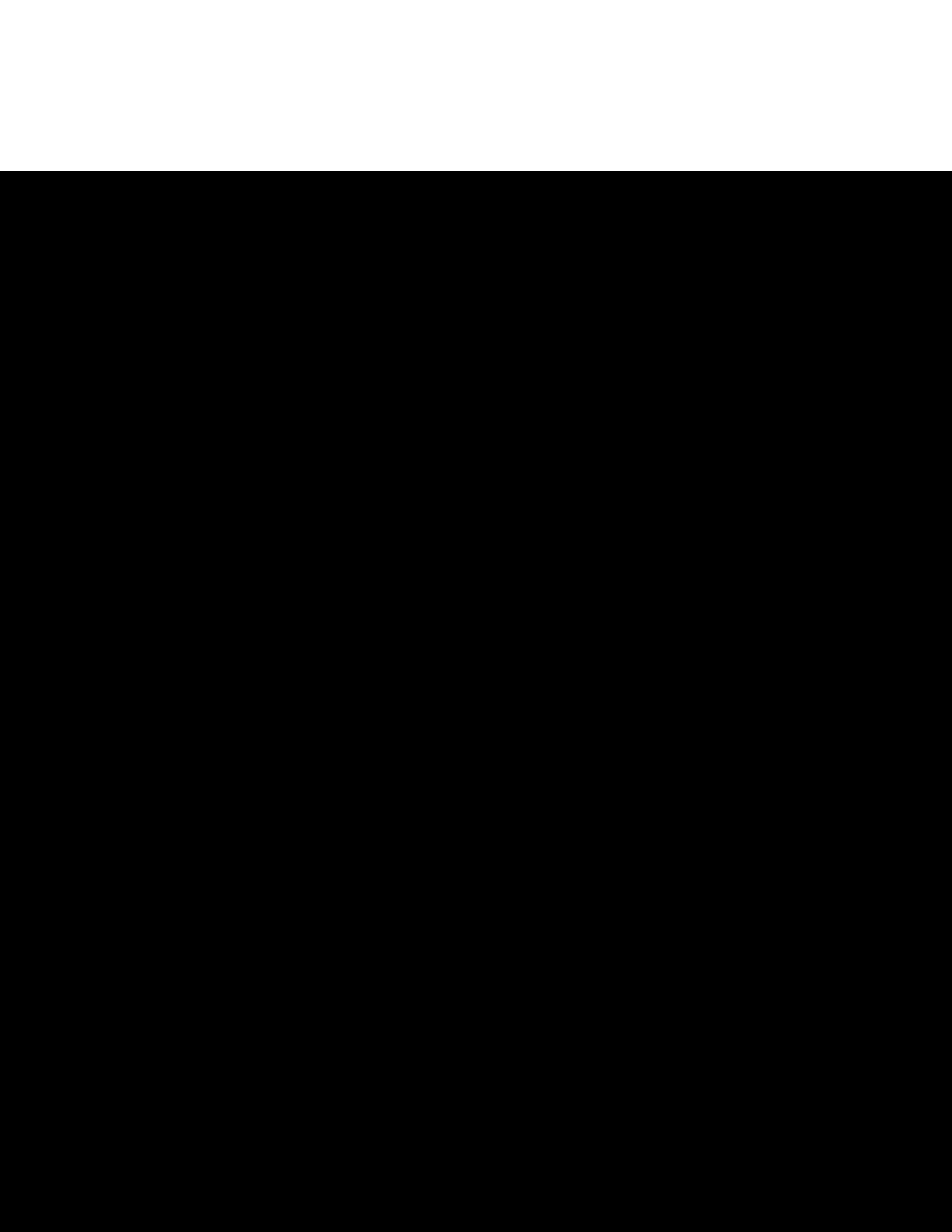
choose your destination

meet and connect with  
over 40 employers

april 2nd at 12-2pm  
rockland banquet room







# HIVE

## BRAND IDENTITY

### CHALLENGE

Hive Bistro and Taphouse expects to bring together its community to share its history and originality. How might we create an identity that reflects Hive's values?

### OUTCOME

The logo acts as a label to be easily reproduced on wine/beer bottles. The concept was inspired by Hive's value of originality. A customized typeface was designed to push this idea further.









# SALADS

## INSALATA CAPRESE

*Fresh peaches, fresh mozzarella, a touch balsamic glaze and fresh basil*  
10.95

## THE SMOKEY CAESAR

*Romaine lettuce tossed with in house smoked salmon, croutons, grated parmesan cheese*  
9.95



*Topping Options*

## CHILI

*Hand breaded green Chile, topped with cheese*  
14.95

## THE SANDIA STACK

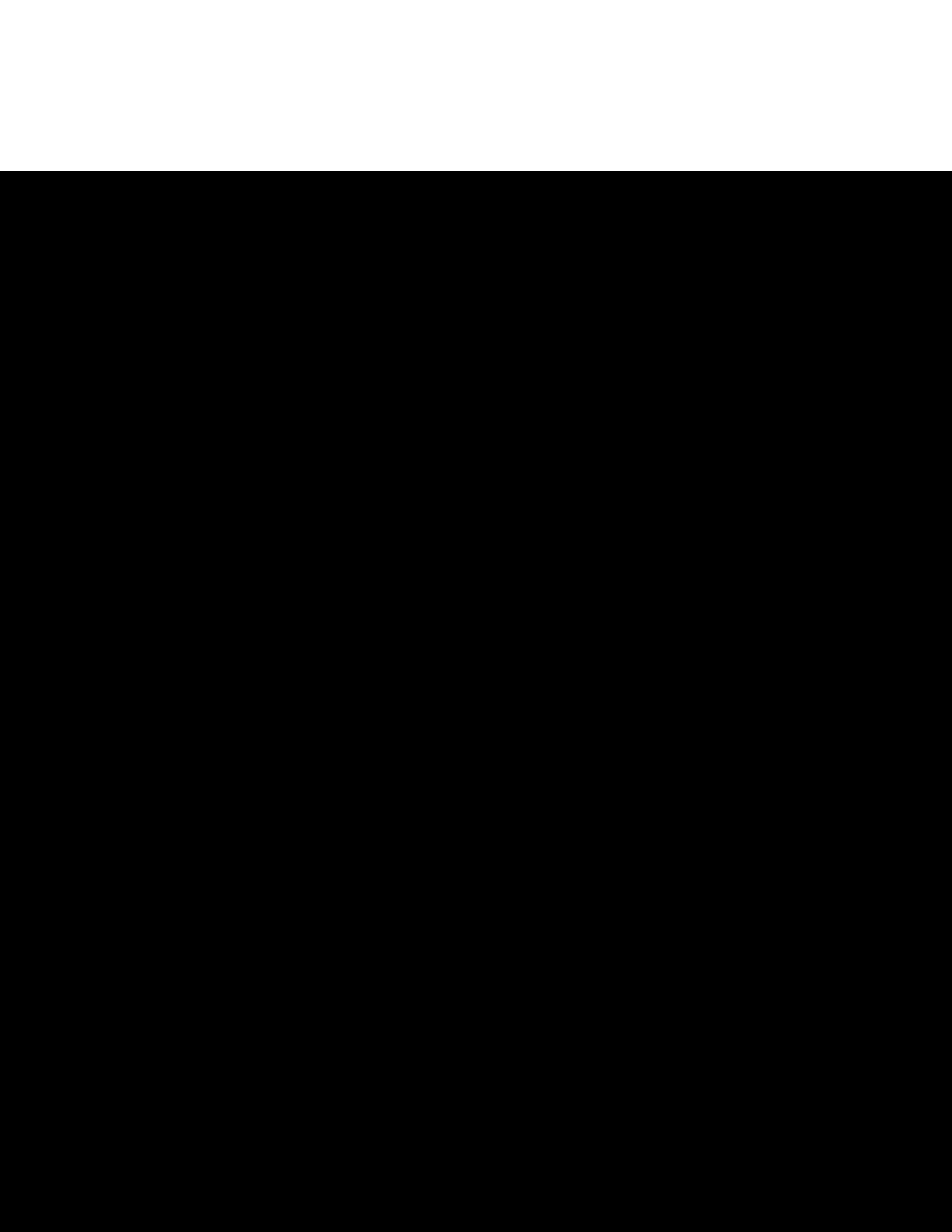
*House green chili and chopped bacon hash browns, with melted cheddar cheese and two eggs your way. Served with toast*  
10.95

# SIDES

Mashed Potatoes  
4.50

Sweet Fries  
3.50





# SEEING ANEW

## CONFERENCE COVER

### CHALLENGE

Northeast Honors Council holds a conference in Providence, Rhode Island every year, requiring a cover to effectively display the theme and to be the visual representation of the conference.

### OUTCOME

I combined pictorial and abstract design. The cover shows the page being turned, turning away the old and seeing a new, revealing an illustration of Rhode Island.

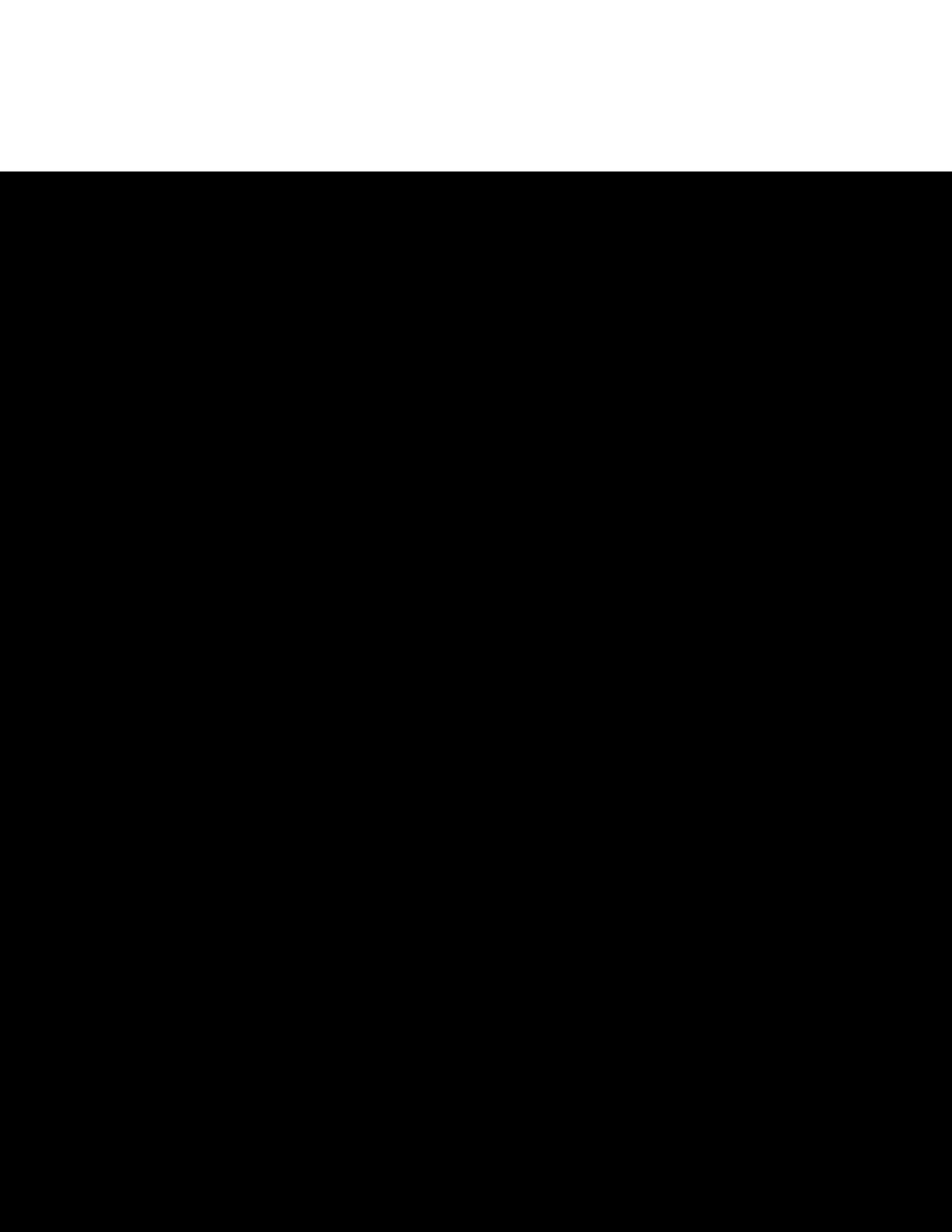


# Seeing Anew

Northeast Regional  
Honors Council

April 12-15, 2018  
Providence, Rhode Island







# QUELL

## GAME DESIGN

### CHALLENGE

Design and create a board game for The National Human Genome Research Institute, educating middle schoolers about CRISPR.

### OUTCOME

The goal is to target destinations, symbolizing the main goal of CRISPR (A damaged strand of DNA that needs replacing). Throughout the game, players collect cards to challenge and sabotage opponents to win over all the destination spots.

AGES 11+

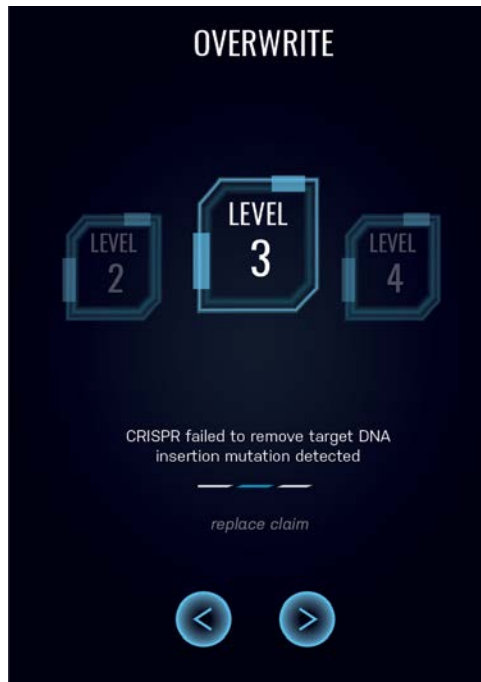
2-3 PLAYERS

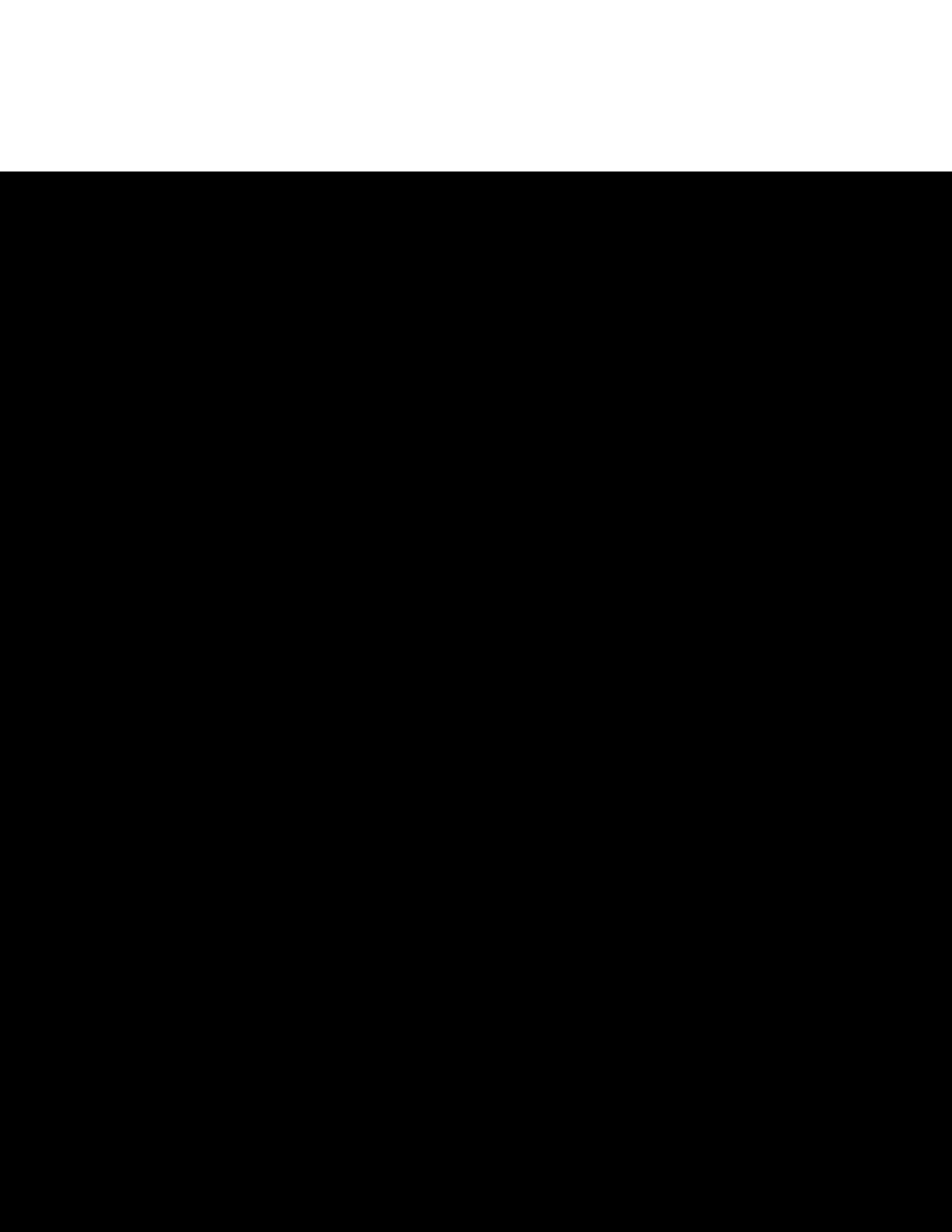
One mission. One goal. Target them all.











# MISREPRESENTATION OF AFRICAN AMERICAN WOMAN

## MAGAZINE COVER

### CHALLENGE

How might we show the misrepresentation of African American women in the media?  
How can the pages signify a message to the audience?

### OUTCOME


The concept for the mailer comes from the idea of the media placing labels on African American women and their intersecting identities (Race, Gender). To demonstrate this, a transparent page directs the user to strip away the layers/ stereotypes put on by the media, leaving Serena Williams.

2018 ■

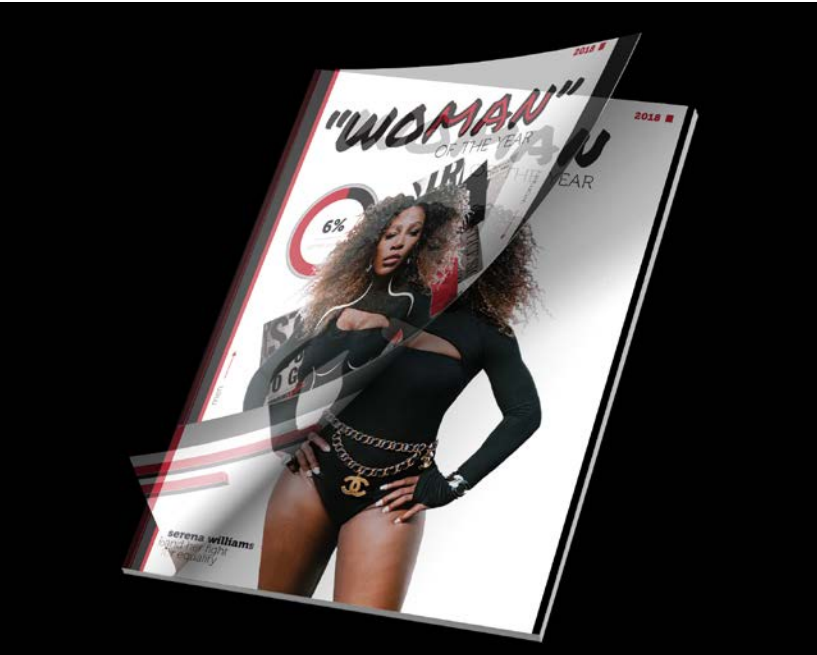
# "WOMAN"

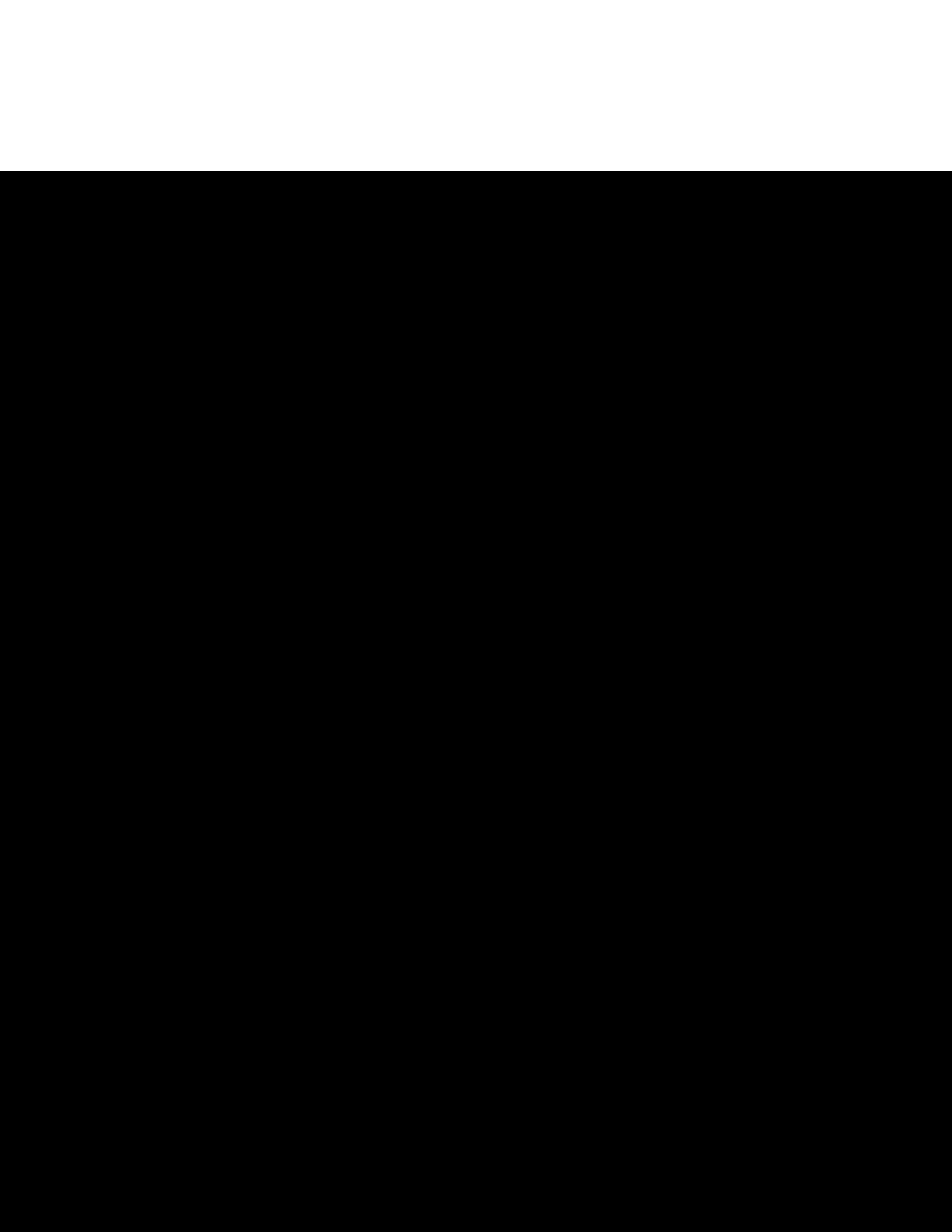
OF THE YEAR



serena williams  
and her fight  
for 







# PERSONAL BRAND

## BRAND IDENTITY

### CHALLENGE

Create a brand that represents you and the values you can bring to the graphic design industry.

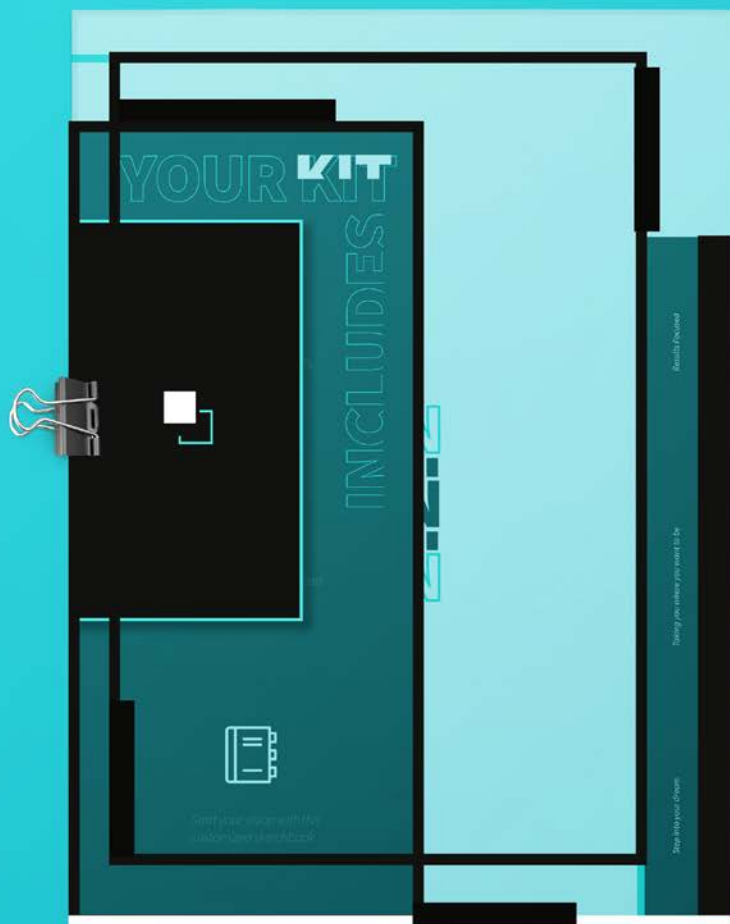
### OUTCOME

The discovery of my brand attributes (Distinctive, Driven, and Diligent) fueled the direction for my personal brand. With these values, I created the tagline, vision to reality, that is shown abstractly through outline and solid elements.



Hi,

*I'm a passionate designer looking  
for those with a **vision**. Together,  
we can turn your vision into **reality**.*







  
**PAIGE OLSEN**

**(240) 446-7819**  
paigeolsen.design  
paige-olsen@outlook.com

**EDUCATION**  
Stevenson University Aug 2016–May 2020  
Bachelor of Science | Visual Communication Design

**EXPERIENCE**  
Graphic Design Intern Aug 2019–Present  
Driven Media Group  
Create advertisements and graphics to promote deals in the automotive industry  
Conceptualize and deliver high quality content based on clients needs  
Communicate ideas clearly to advance teams creative process

Design Assistant Aug 2018–May 2019  
Career Services, Stevenson University  
Developed transformative artwork to enhance department's marketing strategy  
Designed marketing posters, pamphlets, social media posts  
Utilized design process skills through research and collaboration

CRISPR Game Design Dec 2018  
The National Institute of Health  
Partnered with the National Institute of Health and Biology Students from Stevenson University to design and create a board game, educating middle schoolers about CRISPR.

**ACHIEVEMENTS**  
National Society of Leadership and Success 2016–Present  
Stevenson University Dean's List 2016–Present

**DESIGN SKILLS**  
Photoshop  
Illustrator

Premiere  
Brackets  
Microsoft Word  
Microsoft PowerPoint



