

2021 2026

PORTFOLIO

graphic design

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food

campaigns

beauty

hospitality

& more



Open Forum Poster

NMUDINING

DIN Alternate

Gotham Medium

Display & Header 1

Paragraph

NMU DINING

2021-2024

Print and digital collateral for various events, employment ads, and information design. Three years of experience working within the branding guidelines for Northern Michigan University's Dining department.

This is a selection of my most recent work.

#154A36

#83A93F

#B1C739

#595A59

#F2F2F2



Provide structure and consistency to college life with a job that works around your academic schedule. Enjoy an easy commute & free meals on shift!

V

Our dining facilities are your home away from home, and aim to provide an array of delicious, well-balanced meals paired with exceptional service.

We're proud to support the community through our local partnerships with regional farms, businesses, and companies, showcasing our commitment to providing the freshest ingredients possible.

NMU Dining offers students, employees, and community members an assortment of restaurants and convenience stores on campus, ranging from world cuisine and smoothies to your favorite pub foods, grab-and-go snacks and lattes. We are continuing to expand our menus with seasonal features, while the convenience of online ordering makes it easier than ever to grab a quick lunch or snack during your busy days.

There has never been a better time to consider a Platinum meal plan to take full advantage of all of our great dining options.

We always say that we are YOUR dining room, so please connect with us! Tell us about a favorite recipe you'd like to see on the menu, share your ideas for the grilled cheese of a lifetime, or simply tell us what you like. We look forward to a great year serving you!

Go Cats!

Paul Schoonveld, Dining Director, NMU Dining Services

NOW STARTING AT \$12/HOUR

Scan the QR Code to Apply!

Above: Dining Employment
Left: Dining Guide Brochure



Hogback Smokehouse

2023-2024

Hogback Smokehouse is a pitch requested by management at NMU Dining for a fully serviced food truck with flavorful house-made BBQ sauces.

Named after Hogback Mountain, a local focal point on the horizon of Marquette, Michigan, the design utilizes earth tones as well as a brighter red for contrast and a sense of BBQ condiments.

The final assets include a full logo, logotype, and official brand colors.

Amazon

#397B5B

Matte Black

#151415

Crimson Boy

#B84734

Quercitron

#E8AD3C

Zenith

#5179A0



Process of logo drafts. Final logo at top.

Monarcha Bold

Display type

Gotham Bold

Header

Gotham Medium

Paragraph

Pearl
#EDE2C7



Menu example.

Hogback Smokehouse EST. 2022	SIDES	
	Apple Cherry Coleslaw or M	\$2
	Backwoods Mac & Cheese M	\$3
	Calico Baked Beans or	\$2
ENTRÉES	Potato Wedges or V	\$2
	SAUCES	
	Yooper Q or	
	Tangy Mustard s v	🔥
MEAL DEALS	White Lightning s	🔥🔥
	Spicy Hog Sauce s v	🔥🔥🔥
	Rock 'N Rye or v	🔥🔥🔥
	ALLERGENS	
DRINKS	W - Wheat	S - Soy
	GF - Gluten Free	M - Milk
	V - Vegan	E - Egg
	BEERS & WINES	
DRINKS	Pepsi Products	\$2
	Lemonade	\$2
	Bud Light	\$5
	Coors Light	\$5
BEERS & WINES	Pinot Grigio	\$6
	Chardonnay	\$6
	White Claw	\$5
	(Peach, Raspberry, Cherry)	

Left: Conceptual BBQ labels featuring three different sauces.

WILDCATS DON'T WASTE

2023-2024

A composting campaign for NMU Dining. This campaign was to inform students about a brand new composting initiative in the dining hall.

In the final identity, there is minimal color heirarchy and instead a focus on text and texture. The brown paper bag background adds a layer of depth to the branding that a flat vector could not achieve.



Primary Logo



Secondary Logo



Logo Drafts



Employment Flyer



Digital Collateral for announcements.

CITRUS GOTHIC

Header 1

CHEESE PIZZA

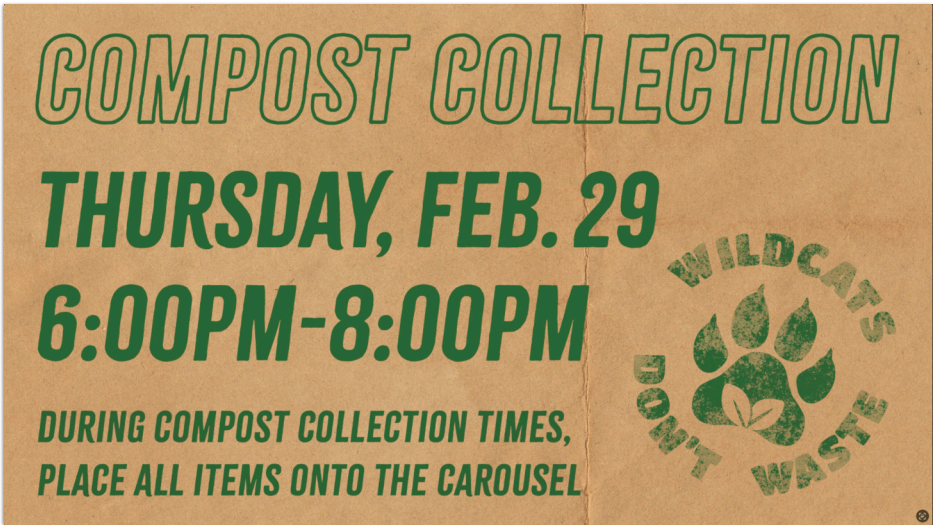
Header 2 & Paragraph



#B1C739



#B1C739 Multiply over paper



DILLY DALLY

2023

Dilly Dally is a conceptual makeup brand made for children to have fun, create, and most importantly, explore. It encourages makeup not to hide “flaws” or cover up insecurities. Makeup is an art medium just like painting or drawing. Dilly Dally features products that do not “naturally” highlight or exaggerate a child’s features, but rather playfully allow kids to express themselves.

Featuring bold colors and child-like doodles, the brand's packaging is designed to draw the attention of kids everywhere and welcome them into the world of artistic, playful makeup.



Primary Logo



Secondary Logo



Logo Drafts

Outgoing Orange
#F2743D

Yappy Yellow
#FDD947

Gentle Green
#AED5A0

Vanilla Cake
#F8F6CC

Blissful Blue
#A4B6D3

Lovely Lavender
#CDBDD6

Peaceful Pink
#FFCECA

Teddy Bear
#845016



Above: Nail Polish Mockup
Below: Lip Gloss Packaging Layout

variex ot bold

Display type & Header 1

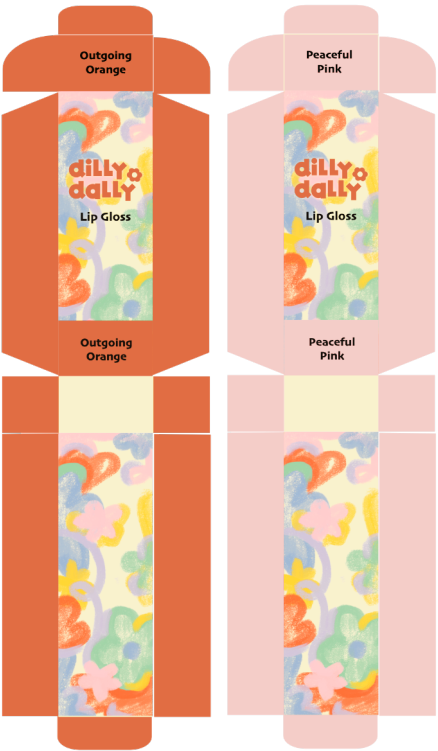
Skia Bold

Header 2

Skia Regular
Paragraph



Left: 9-Color Makeup Palette Mockup
Below: Included Makeup Tutorial Packet



ROSSITER MANOR

2023

Rossiter Manor is a conceptual hotel estate located on the coast of New England. Designed to reflect the refreshing coast and luxurious history, the branding utilizes a minimal but rich color palette.

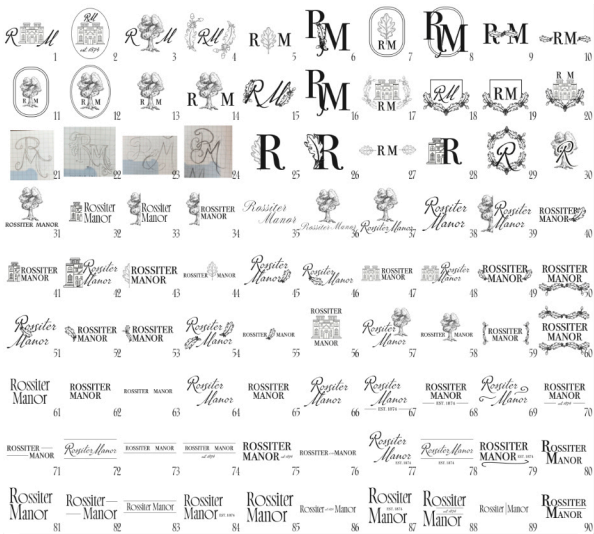
The logo type maintains its traditional look akin to those of the Gilded Age, without the extra embellishments to maintain relevance in today's minimalist world.



Primary Logo



Secondary Logo



Logo Drafts

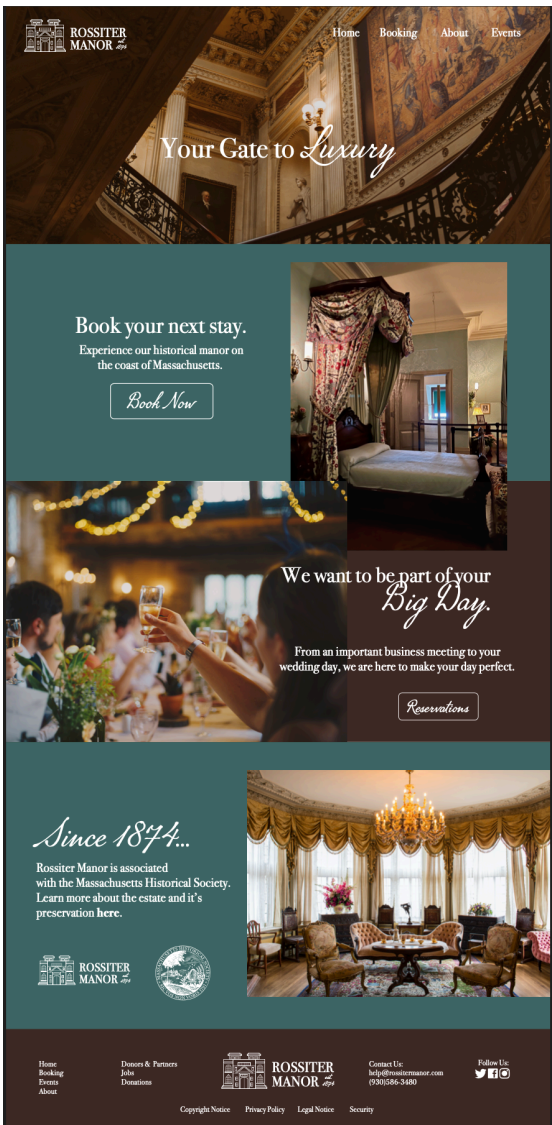
Bodoni 72 Bold

Header

P22 Marcel

Display type, Header 2

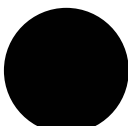
Bodoni 72 Book
Paragraph



#91BDBD



#E2F3F7



#010101



#306864



#422621



Above: Website Design
Right, Below: Envelope Stationery
Right: Business Card

MENUS & MORE

2023

Menus and promotional material for various dining locations across the Northern Michigan University Campus.



TEMAKI

World Asian Kitchen

Gluten Free Guide

SMALL BITES

Egg Drop Soup Cup \$3.50 Bowl \$4.50

Miso Soup Cup \$3.50 Bowl \$4.50

Rice Cup \$2.25

Bowl of Soup & Rice Cup \$6.75

SUSHI

Add a cup of soup and a beverage for \$3.95

Tuna Nigiri \$6.50

Thinly sliced raw tuna.

Spicy Tuna Nigiri \$6.50

Thinly sliced raw tuna & sriracha.

Shrimp Nigiri \$6.95

Butterfied and cooked.

Blackened Tuna \$9.50

Blackened tuna, cream cheese, cucumber, spinach, and sesame seeds.

Spicy Tuna \$9.50

Raw tuna, spicy sriracha sauce, asparagus and avocado.

Dynamite \$11.25

Plain shrimp, asparagus, cucumber, avocado, carrot, sriracha, wasabi sesame seeds, green onion, raw tuna, and spicy mayo.

Ask without Tempura and with non-breaded shrimp to make gluten free!

ENTREES

Noodle bowls can be made gluten-free by substituting the Udon Noodles with Rice or Rice Noodles.

Thai Green Curry \$13.00

Aromatic broth of coconut milk, lemongrass, Thai basil, fish sauce, lime, rice noodles, and fresh vegetables. Chicken or tofu.

Add beef or shrimp +\$1.00.

Fried Rice \$11.00

Rice, peas, carrot, and scallions.

Chicken or tofu. Add beef or shrimp +\$1.00.

Pad Thai \$13.00

Stir-fried rice noodles, vegetables, egg, green onion, and peanuts in a sweet and savory sauce.

Chicken or tofu. Add beef or shrimp +\$1.00.



SHIO UDON BOWL

SMOOTHIE KING

Our smoothies are gluten-free!



THE WILDCAT DEN

SINCE 1958

CHICKEN WINGS

Bone-In \$12

Boneless \$12

Cauliflower Wings \$11

Sauces

Spicy Orange Ginger, Honey BBQ (GF), Classic Buffalo (GF), Nashville Hot (GF), Garlic Parmesan (GF), Tangy Chili and Honey Sriracha (GF)

Dry Rubs

Straight up, house BBQ (GF), garlic pepper (GF), maple bourbon (GF), chipotle garlic (GF)

SNACKS

Cheese Curds \$8

Regional cheese curds with ranch.

Falafel Bites \$7

Chickpea fritters served with "everything" hummus.

BBQ Chip Dippers \$8

Tossed in sweet, smoky dry rub. Served with ranch.

Pickle Fries \$7

Served with housemade Cat sauce.

Hummus Plate \$10

"Everything" hummus with veggies and crispy pita.

Pesto Fries \$8

Topped with a balsamic reduction and Parmesan cheese.

Big 'ol Basket of Fries \$6

FOR THE LOVE OF MAC

The Crafty OG \$10

Jalapeño Bacon \$12

Chicken & Roasted Broccoli \$12

Pork Belly Mac \$12

Gravy pork, jelly, tangy chili sauce and green onion.

Mushroom, Spinach & Roasted Garlic \$12

Wing Mac \$12

Chicken or cauliflower wings with choice of honey sriracha, buffalo or big sauce.

Veggie Mac \$12

Broccoli, tomato, pimento peppers, mushrooms, parmesan, cheddar and bread crumbs.

Superior Burger



ROLLING BANNER

SCROLLING BANNER

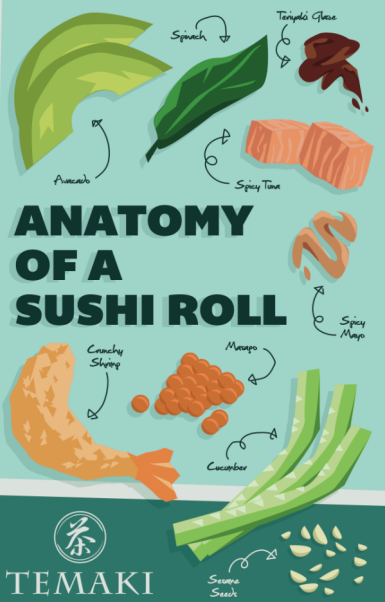
SCROLLING BANNER

SCROLLING BANNER

SCROLLING BANNER

SCROLLING BANNER

Left: Promotional Poster for Temaki based on Saul Bass' Poster of Anatomy of a Fall, filmed in Marquette, Michigan.



ANATOMY OF A SUSHI ROLL

TEMATAKI

MAGAZINE DESIGN



tonal

magazine

A consumerism and culture review.

This magazine is a senior thesis studying the Pantone Colors of the year and how they translate across design, economics, and politics.



The Human & The Digital

Above: 2024 Color of the Year analysis. Peach Fuzz.

Left: 2016 Dual Color of the Year analysis. Rose Quartz & Serenity.

the colors of consumerism



the colors of consumerism

