

**HOLLYN
STEGALL**

I am an artist and graphic designer. My mission is to use my talent and skill to improve the lives of others, whether it's helping businesses be more successful, writing and illustrating books that help people, or by creating beautiful art and design that can be applied to everyday items to make life more enjoyable.

I continually seek to learn and improve. I truly want to create the best product I can.

**“The best designers
aren’t defined by their skill set,
but by their mind set.”**

-Jonathan Baldwin

☎ 303.907.5777 ✉ hollynstegall@yahoo.com

🌐 [linkedin.com/in/hollynstegall](https://www.linkedin.com/in/hollynstegall) 🌐 hollynstegall.com



Jamtastic Jam

Objective

Create packaging for a small batch jam maker who wants to start selling her products.

About

Initially the jam will be sold at farmer's markets with a long term goal of selling in national chain super markets.

The look needs to balance a homemade look and feel while appearing stylish enough to be a specialty food item.

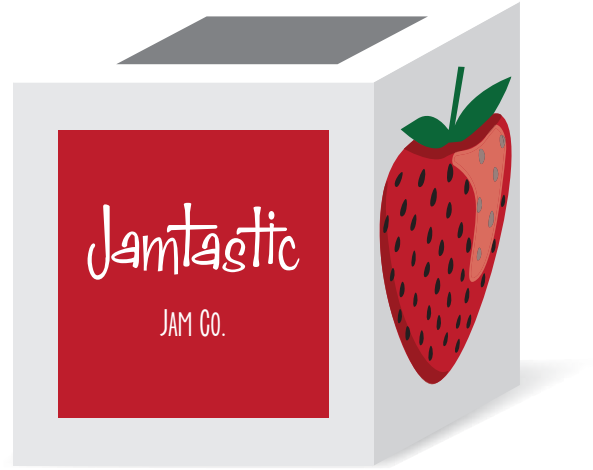
My marketing concept is to promote the product as a gift worthy jam that pairs well with cheese and wine. There is less competition for space in the deli of grocery chains versus the jam and jelly aisle and this positions the product perfectly for the intended audience.

The art and design for this packaging balances fun and inviting with class and sophistication.

Jamtastic

JAM CO.







Labeling Requirements

Back:

·Ingredients: Listed in descending order by quantity.

·Company name

·Address where manufactured

*Nutrition label exemption for small business with fewer than 10 full-time employees and selling fewer than 10,000 units annually.

Front:

·Product identification

·Net fl. oz. - Minimum of .0625" in height. Placed in bottom 30% of label facing customer with a space on all sides equivalent to an N space.





The American Institute for Mining, Metallurgical, and Petroleum Engineers [AIME]

Objective

My task was to rebrand AIME for their upcoming 150th year anniversary that better aligns with the look and feel of other engineering societies. It also needed to convey its relationship to the four societies that developed from and are supported by AIME.

My design won first place.

About

Established in 1861, AIME is the second largest and second longest running engineering society in the United States. Over the years the organization grew so large that four independently managed member societies developed based on their field of focus. AIME supports these societies in various ways.

A vertical decorative border on the left side of the page, featuring a repeating geometric pattern of dark blue and teal diamonds.

AI ME



Before



The bold solid structure of the letters represents AIME's integrity and strength.

The solid area under the M represents how AIME supports its member societies and how the member societies grew from their AIME roots.

The M, created by the negative space, shows how AIME and its member societies are autonomous yet strongly connected.



The parallelogram symbolizes the four member societies. Its dynamic shape suggests organization, structure, and efficiency.

Like a compass needle, the diamond represents direction, vision, and forward thinking. With one point representing the future, the opposite point symbolizes the past, serving as a reminder that the experience and wisdom gained there, inform innovation.



150
1871-2021
aimehq.org

AIME
THE AMERICAN INSTITUTE OF
MINING, METALLURGICAL &
PETROLEUM ENGINEERS

Supporting Engineering Science for 150 Years

AIME
THE AMERICAN INSTITUTE OF
MINING, METALLURGICAL &
PETROLEUM ENGINEERS
aimehq.org

SME
Society for
Mining, Metallurgy
& Exploration

AIST
ASSOCIATION FOR IRON & STEEL
TECHNOLOGY

SPE
International

TMS
The Minerals, Metals & Materials Society

150
1871-2021

Supporting Engineering Science for 150 Years

Banner and poster



Custom Award





Custom pattern for use on ties, tote bags, socks, and other print items



Custom lapel pin



AMERICAN INSTITUTE OF MINING, METALLURGICAL, & PETROLEUM ENGINEERS

March 6, 2018

1234 S. Cherry Street
Johnstown, CO 80354

Dear Mr. Thomas,

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Best Regards,

Cynthia Woodburry

Phone: 1.303.325.5185 • Fax: 1.888.702.0049 • Email: aime@aimehq.org • www.aimehq.org
12999 East Adam Aircraft Circle • Englewood, CO 80112 USA



THE AMERICAN INSTITUTE OF MINING, METALLURGICAL & PETROLEUM ENGINEERS

Michele Lawrie-Munro
Executive Director

Phone: 1.303.325.5185
Fax: 1.888.702.0049
Email: aime@aimehq.org
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THE AMERICAN INSTITUTE OF MINING, METALLURGICAL & PETROLEUM ENGINEERS

Important Dates

- March 23 Annual Conference
- April 19 Engineering Symposium
- May 14 Proposals Due for NSF Grant
- June 19 SEA Conference New York

The Future of Mining

By John Smith

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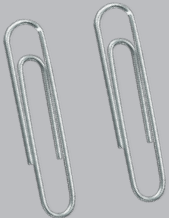
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January 3, 2019
Volume 4



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THE AMERICAN INSTITUTE OF MINING, METALLURGICAL & PETROLEUM ENGINEERS
12999 E. Adam Aircraft Circle
Englewood, CO 80112 USA



Miss Victoria Regina Milliner

Objective

Build a brand starting with a hand lettered wordmark. Create lettermarks, and deliverables such as hat labels, postcards, ads, and banners for use in show booths and tents. Also required, were multi-purpose print items such as a thank you card with item care instructions and a hang tag/plaquard. Additionally, I created a custom pattern for use on fabric hat linings.

About

Miss Victoria Regina hand crafts a wide variety of one-of-a-kind hats and fascinators. She sells online and in person at craft fairs and art shows. The brand needed to reflect a combination of traditional and sophisticated with a touch of modern and edgy.



VR

MissVictoriaRegina.com

Headpieces for Women Who Deserve to be Adorned in Stylish Showstoppers

Miss Victoria Regina

Ad for Paper Fashion Show book



Custom Fabric

THE MAVENS OF MILLINERY
POP UP HAT SHOP

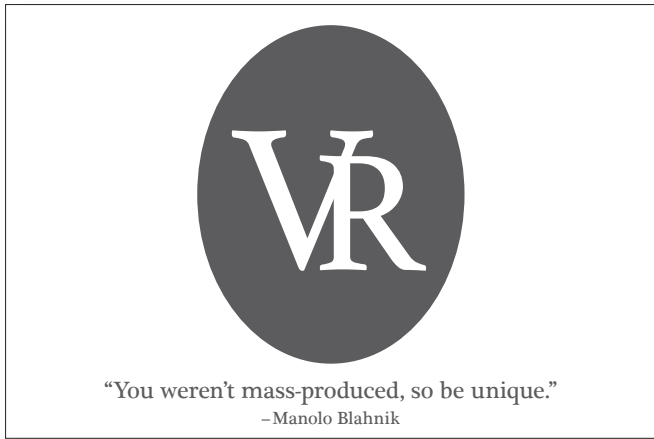
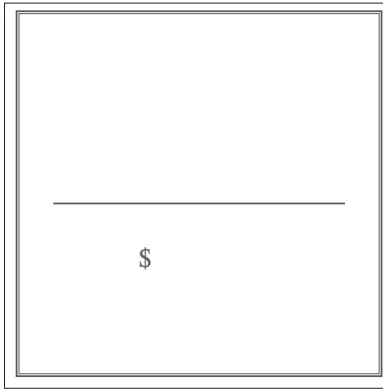
Shop Mona Lucero | 126 West 12th Street | Denver

APRIL 4 - MAY 2



MAVENSOFMILLINERY.COM





Thank you!

We appreciate your purchase and hope you will enjoy your unique hand-made piece for a long time!

For tips to keep it looking great, please read the care instructions.

We love seeing you in our pieces. Share your fabulous look!

Care Instructions

- Handle your piece with care to keep it looking great.
- When putting hats on a flat surface, lay upside down on its crown, never on its brim.
- Store your hat in a box in a cool, dry place to avoid damage caused by heat and moisture, and dust.
- If it gets stained; use a gum eraser on felt, use ivory soap and a damp cloth for straw.

Please enjoy this special discount for 15% OFF toward your next purchase!
Coupon code: _____

missvictoriaregina.patternbyetsy.com

Miss Victoria Regina

Unique Handmade Headpieces, Hats, & Fascinators

I'm showing with Giddyup! costumes.
Come see my new fabulous pieces!
@

SEWN

**HALLOWEEN
HATS &
HEADPIECES
POP-UP EVENT**

Opening Reception
**OCTOBER 20, 2018
5-9 PM**

For more info go to:
www.sewdenver.com



MissVictoriaRegina.com

Miss Victoria Regina

Unique Handmade Headpieces, Hats, & Fascinators



In conjunction with Vampy Corsets

DAKUCON

November 9-11

Radisson Hotel Denver Southeast
3155 S Vaughn Way
Aurora CO 80014

dakucon.org

MissVictoriaRegina.com

Miss Victoria Regina

Unique Handmade Headpieces, Hats, & Fascinators

Exhibiting
Festive & Elegant Winter
Headwear for sale at the

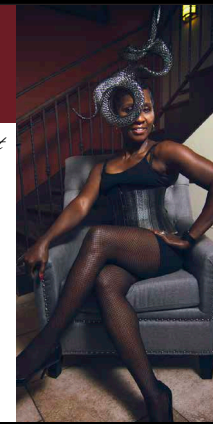
arvadacenter

*2018 Fine Art Market
at the Arvada Center*

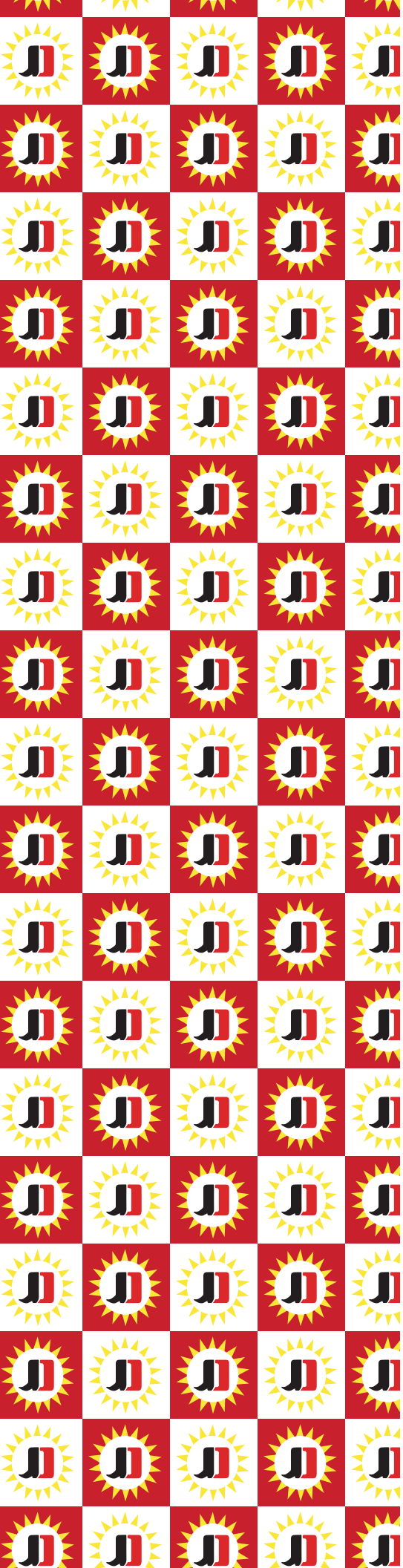
Opening reception
Thursday
**November 29th
5-9 pm**

6901 Wadsworth Blvd.
Arvada, CO 80003

<https://arvadacenter.org/galleries>
Show runs through December 16th



MissVictoriaRegina.com



Jimmy Dean Pancakes and Sausage on a Stick

Objective

Redesign the packaging for this product while working within brand standards.

About

While researching and field testing this product, I decided this packaging needed a complete overhaul.

My 13 year old test subject looked at the clear, difficult to read plastic bag the food comes in for 1 second before losing interest in the instructions. Therefore, I eliminated the bag and designed a transportable, easy to read, and microwave safe box.

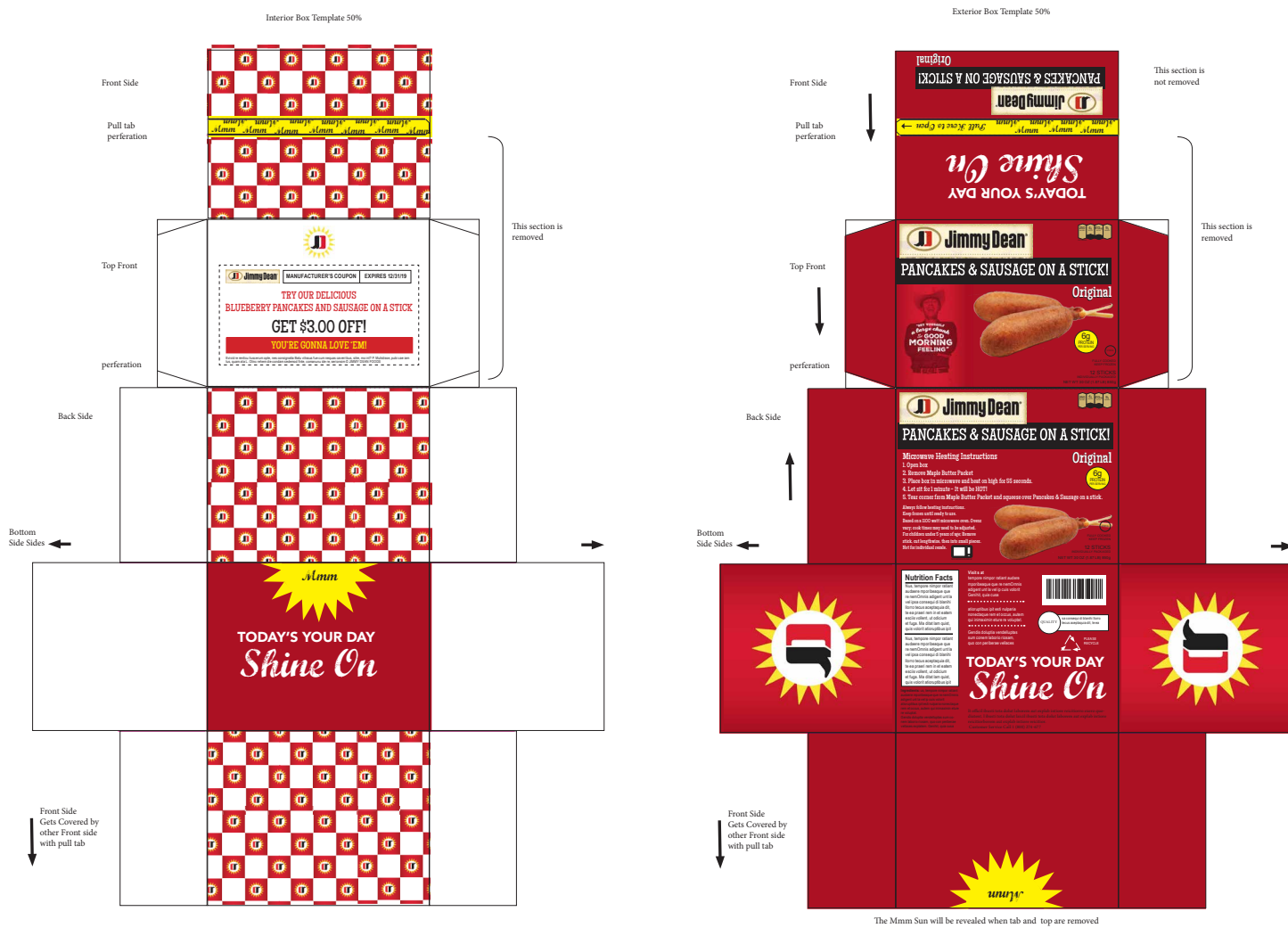
Because most people prefer this product with maple syrup, I included a maple butter packet which increases the product's appeal. It also adds value by making the product complete. Instead of needing the plate recommended in the current instructions and syrup, now it's all included in one easy to read box that can go from freezer to backpack to microwave with ease.

Twelve individual boxes fit neatly into one larger box for sale. This box is designed to have more eye appeal, the same footprint, and an area for promotions and coupons.

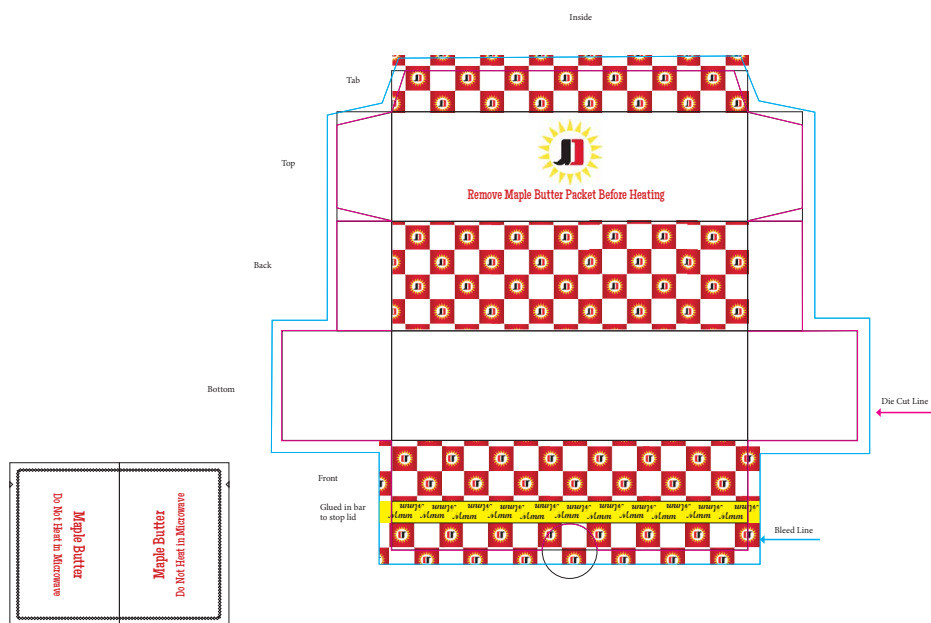


Before

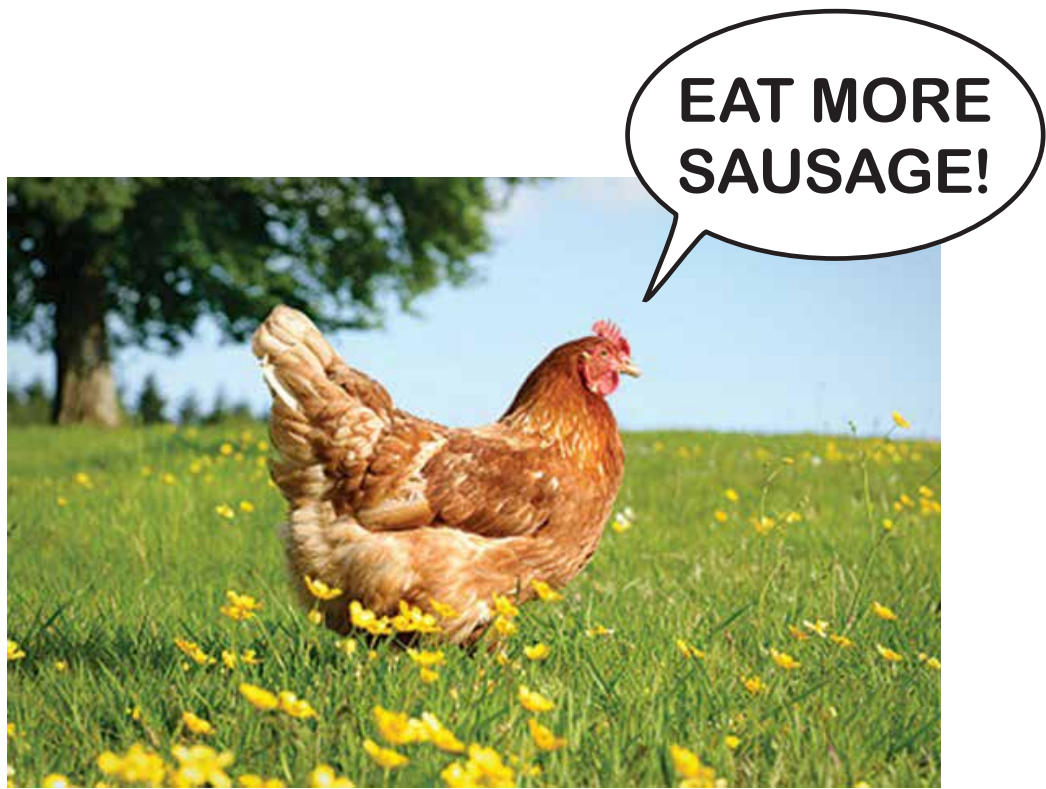




Outer package exterior and interior layout. Custom patterns created for Jimmy Dean



Internal box layout



Marketing Campaign Concept



Field Testing