

design portfolio
jennifer mujwid



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Jennifer Mujwid

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At Pulte Homes I worked as an in-house designer. I managed the development and updating of all marketing collateral, including the actual layout and some production. Besides these daily tasks of keeping the sales agents stocked with current materials, I was in charge of designing and submitting the weekly and monthly magazine and newspaper advertisements.

Pulte Homes Built for a *Life of big events and little surprises*

ad from Schoolhouse magazine

Pulte Homes Built for a *Life of big events and little surprises*

ad from MomTalk magazine

Pulte Homes Great Homes. Great Schools. The way it should be.[®]

Coming Soon

MAPLE GROVE
★ Creekside Bluffs
Single Family Homes from the mid \$200s
COMING SOON - SPRING 2007

LAKVILLE
★ Meadow Run
Single Family Homes from the low \$400s
COMING SOON - SUMMER 2007

BLAINE
★ Crescent Ponds
Single Family Homes from the low \$400s
1.888.231.4381

HUGO
★ Waters Edge Court Homes
Two-Story Townhomes from the \$170s
1.888.231.4386
★ Waters Edge Manor Homes
Townhome attachments from the \$180s
1.888.231.4389

COTTAGE GROVE
★ The Estates at Timber Ridge
Single Family Homes from the low \$400s
1.888.231.4382

FOREST LAKE
★ Whispering Woods at Summerfield
Single Family Homes from the mid \$300s
1.888.231.4384
★ Waters Edge Palis Homes
One-Level Homes from the \$180s
1.888.231.4387

WEST MEADOW AT SUMMERFIELD
Townhomes from the upper \$100s
1.888.231.4385

LIND LAKE
★ Miller's Crossroads
Townhomes from the upper \$180s
1.888.231.6459

MAHTOMEDI
★ Ledgestone
Townhomes from the low \$200s
1.888.231.6452

MAPLE GROVE
★ Creekside Estates
Single Family Homes from the upper \$300s
1.888.231.6458

PROOR LAKE
★ The Enclave at Cleary Lake
Single Family Homes from the mid \$400s
1.888.231.6512

SHANDREE
★ River Valley Estates
Single Family Homes from the low \$400s
1.888.231.6578

WOODBURY
★ The Highlands at Fairway Meadows
Single Family Homes from the mid \$200s
1.888.231.6608

COPPER RIDGE
Single Family Homes from the mid \$400s
1.888.231.6624

All Pulte Homes communities open daily from 11am-6pm.

Bring this in for a \$1,000 discount on your new Pulte Home

www.pulte.com/mn

Pulte Homes reserves the right to make pricing changes without prior notice or obligation. Seller makes no representations as to future value of homes or lots and expressly reserves the right to sell to the highest bidder. Community Association fees and additional fees may be required. Builder License #20621275

spring/fall Parade of Homes[™]

Building Communities... one family at a time

www.pulte.com/mn

Bring this in for a \$1,000 discount on your new Pulte Home

Pulte Homes The way it should be.[®]

Minimum investment: Builder License # 20621275. One \$1000 discount per home purchase. Offer valid on homes purchased through June 1, 2007. Some restrictions may apply.

BLAINE
★ Crescent Ponds
Single Family Homes from the \$200s
1.888.231.4376

COTTAGE GROVE
★ The Estates at Timber Ridge
Single Family Homes from the \$300s
1.888.231.4378

FOREST LAKE
★ Whispering Woods at Summerfield
Single Family Homes from the \$300s
1.888.231.6469
★ West Meadow at Summerfield
Townhomes from the \$120s
1.888.231.8029

HUGO
★ Waters Edge Court Homes
Two-Story Townhomes from the \$170s
1.888.231.8036
★ Waters Edge Manor Homes
Townhome attachments from the \$180s
1.888.231.8041
★ Waters Edge Palisade Homes
One-Level Homes from the \$180s
1.888.231.8042

MAHTOMEDI
★ Ledgestone
Townhomes from the \$200s
1.888.231.6452

MAPLE GROVE
★ Creekside Estates
Single Family Homes from the \$300s
1.888.231.1090

PROOR LAKE
★ The Enclave at Cleary Lake
Single Family Homes from the \$400s
1.888.231.1144

SHANDREE
★ River Valley Estates
Single Family Homes from the \$300s
1.888.231.1148

WOODBURY
★ Copper Ridge
Single Family Homes from the \$300s
1.888.231.8062

All Pulte Homes communities open daily from 11-6
www.pulte.com/mn

Pulte Homes reserves the right to make pricing changes without prior notice or obligation. Seller makes no representations as to future value of homes or lots and expressly reserves the right to sell to the highest bidder. Community Association fees and additional fees may be required. Builder License #20621275

Our target audience was the mid-high income level family. Pulte Homes is a housing development company that builds neighborhoods, therefore, the advertisements were focused on family life and involvement in the community.

As it is with most housing development companies, the idea is typically to build a lifestyle for the buyer. Pulte's focus was to highlight the neighborhoods as a "community" with an emphasis on the family lifestyle.

handouts: Creating flyers/handouts was a large part of my job at Pulte Homes. There was always an event going on that needed a theme and a visual. I was incharge of coming up with all of the visual.

open house

Spring into Waters Edge

Tuesday, April 22nd
11:00am - 1:00pm

48 hour
Saturday & Sunday

AUGUST 16, 2008

BLOCK PARTY

AT THE WATERS EDGE COMMUNITY CENTER



Fishing for Cash

July 1st - July 20th

Each Gross Sale = \$50 "in the pond"
Total Net Sales as of June 20th = an additional \$100 "in the pond"

"Poles" to be given out at our August 1st sales meeting
Each gross sale you make earns you 1 "pole"

Fish size will vary depending on pond size!

You are invited to...


Saturday, August 16th Q and pool party!

...at the
Community Center

...with
new friends!
your neighbors.

...with
more
wing!

Tyler or Mike at 123-123-1234



www.pulte.com/mn

much more!

pe!
ke \$150s

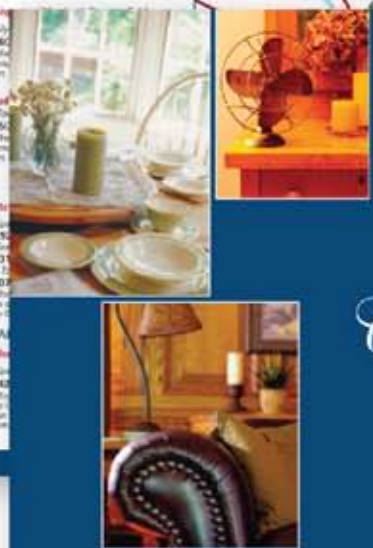


Pulte Homes
The way it should be®

The Best Locations are easy to find.

<p>MAHTOMEDI ★ <i>Ledgeside</i> West Level Condos from the \$200s 651.748.2021 Directions: From I-290, exit onto Highway 120 north. Turn right onto Lake Road to Ledgeside Drive. Sales center on the left.</p>	<p>SHAKOPEE ★ <i>River Valley Estates</i> Single Family Homes from the \$400s 952.445.2599 Directions: From I-94, travel south on I-94 to Canterbury Rd. (25th St. SW). Left on Canterbury Rd. to Valley View Dr. Right on Valley View Dr. to turn center on left.</p>
<p>MAPLE GROVE ★ <i>Creekside Estates</i> Single Family Homes from the \$300s 763.420.5881 Directions: From I-494, go west on Rose Lake Rd. for 3 miles. Left on Laurelwood Lane. Left on 60th Avenue N. into center.</p>	<p>WOODSBURY ★ <i>The Highlands at Fairway Meadows</i> Single Family Homes from the \$200s 651.436.3257 (Maintenance Free Living) Directions: From I-494, exit Valley Creek Road. Exit 4 miles, South on Woodland Drive. Turn center on left.</p>
<p>BLAINE ★ <i>Crescent Park</i> Single Family Homes from the \$400s 763.767.3909 Directions: From I-290, take Highway 10 west. Exit north on Central Ave. Blaine Rd. Turn west on Main Street. Exit 2420 and south on Shilohville to turn center.</p>	<p>WOODSBURY ★ <i>The Highlands at Fairway Meadows</i> Single Family Homes from the \$200s 651.436.3257 (Maintenance Free Living) Directions: From I-494, exit Valley Creek Road. Exit 4 miles, South on Woodland Drive. Turn center on left.</p>
<p>COTTAGE GROVE ★ <i>The Estates at Timber Ridge</i> Single Family Homes from the \$400s 651.763.8185 Directions: From I-494, take Hwy 44 south. Exit on 40th Street to Woodland Ave. South. Travel north over 20th Street to Woodland. Turn center straight ahead.</p>	<p>PRIOR LAKE ★ <i>The Enclave at Ebony Lake</i> Single Family Homes from the \$400s 952.443.4465 Directions: From I-235, travel south to 102nd Street and turn west. Take Route 164 south to 102nd Street. Turn center on the right.</p>
<p>FOREST LAKE ★ <i>Witherby</i> Single Family Homes from the \$400s 651.982.6262 Directions: From Highway 169, turn right on French Drive and right.</p>	<p>WOODSBURY ★ <i>The Highlands at Fairway Meadows</i> Single Family Homes from the \$200s 651.436.3257 (Maintenance Free Living) Directions: From I-494, exit Valley Creek Road. Exit 4 miles, South on Woodland Drive. Turn center on left.</p>
<p>HUGO ★ <i>Waterfront</i> West Level Condos from the \$200s 651.762.5555 Directions: From Highway 169, turn right on French Drive and right.</p>	<p>WOODSBURY ★ <i>The Highlands at Fairway Meadows</i> Single Family Homes from the \$200s 651.436.3257 (Maintenance Free Living) Directions: From I-494, exit Valley Creek Road. Exit 4 miles, South on Woodland Drive. Turn center on left.</p>
<p>LINO LAKE ★ <i>Millstone</i> West Level Condos from the \$200s 651.484.4555 Directions: From Highway 169, turn right on French Drive and right.</p>	<p>WOODSBURY ★ <i>The Highlands at Fairway Meadows</i> Single Family Homes from the \$200s 651.436.3257 (Maintenance Free Living) Directions: From I-494, exit Valley Creek Road. Exit 4 miles, South on Woodland Drive. Turn center on left.</p>

All Pulte Homes communities are open daily from 11am-6pm.

Community Directory
2006/2007

In most cases, I started a project by creating a logo. It always seemed to help set up the design of the rest of the campaign.

Autumn savings days

Pulte Homes
The way it should be®



e-card: Newland Communities wanted an image to send over email to various vendors and home buyers. They were looking for a sophisticated image that would apply to both audiences and especially reflect the mature, classic look of their company.

handout: This handout was intended for inter-office distribution. The idea was to keep it clean and simple. I wanted to provide a pleasant visual that represented their company as well as display the necessary information.

STONEMILL[®]
FARMS
by
Newland COMMUNITIES



Real Estate Continuing Education Opportunity

Selling Inventory Homes in a Changing Market

Thursday March 27th, 2008
9:00am - 1:00pm

COST IS FREE

A progressive lunch will be served at three model homes following the course.

Stonemill Farms Community Center
11390 Waterview Way
Woodbury, MN 55129

RSVP Date: Tuesday, March 25th 2008

Limited to the first 70 attendees

To sign up or for more information please contact:

Stephanie Peterson at 651-998-0226
speterson@newlandcommunities.com

Course Description

Instructor: Rick Storlie
New Home Sales Coach

- Understand who your buyers are and better position your listing to appeal to them
 - Understand the 5 P's of marketing your home and how to adjust your current listing
- For a class exercise please bring the feature sheet or MLS listing sheet for one of your current listings

This course has been approved by the Minnesota Commissioner of Commerce for 3.75 hours of real estate continuing education.

Real Estate Equities {freelance designer: brochures/handouts, identities}



Live Together, Play Together

- Social Events Calendar
- Pizza Parties
- Continental Breakfast
- Children's Activities
- Movie/Game Nights
- Free Manicures/Pedicures
- Free Haircuts
- Spaghetti Nights
- Holiday Boutiques
- Arts and Crafts
- Parents Night Out
- Financial Planning
- Learn Sign Language
- Basic CPR

Ideal Location



brochure: As my relationship with Real Estate Equities developed, I started creating brochures. One of the many brochures that I designed, is this tri-fold for Stone Grove. The concept behind this brochure was to create something very easy to read and appealing to middle-aged, mature audience. Their main goal was to have a home and community oriented design.

A place to call home.

Date _____

Leasing Professional _____

Floorplan _____

Deposit _____

Lease Rate _____

Move In Date _____

Other _____



Real Estate Equities is a property management company that handles the marketing aspect of multiple apartment buildings. They initially came to me for the re-creation of a logo that they no longer had a workable file for. Eventually I became their regular freelance designer. I did a lot of re-creation of logos and floorplans that had been lost sometime during a switch in management. Eventually, I started creating map images and site plans as well.



952.890.2884
www.stonegroveliving.com
stonegrove@reeliving.com

2525 Williams Drive
 Burnsville, MN 55337



Dimensions and square footage are approximate. Features are subject to availability and may change without prior written notice.

A place to call home

City of Burnsville
 STAR
 Safer, Tennessee

Apartment Features

- Personal Balcony or Patio
- Ample Closet Space
- Dishwashers (2 and 3 Bedrooms Only)
- Vaulted Ceilings Available
- Heat Included
- Ceiling Fans
- Dens Available



Community Features

- Spacious 1, 2, and 3 Bedroom Apartments
- Year Round Indoor Pool and Sauna
- Game Room with Billiards
- Professional Fitness Center
- Party Room with Theater
- On-Site Montessori School and Child Care Center
- Live Together, Play Together Program
- 24-Hour On-Site Laundry Facilities
- Underground Heated Parking
- Centrally Located Elevators and Indoor Trash Chutes
- Additional Storage Space Available
- 24-Hour Emergency Maintenance
- Se Habla Español



952.890.2884



Work and Play Just Minutes Away!



A charming community centered in a desirable location with accommodations and services that are superb! Tucked away just a short drive from downtown Edina, you'll agree our professionally manicured landscaping creates a secluded ambiance that our residents enjoy.

At Heritage Hills you are just 10 minutes from the Southdale Mall and Mall of America, 25 minutes from downtown Minneapolis and 30 minutes from downtown St. Paul.

www.HeritageHillsApartments.com

3909 Heritage Hills Drive, Bloomington, MN 55437
 TEL: 952-831-0343 | FAX: 952-831-0267
 HeritageHills@reeliving.com

"emphasize the community"

brochure: Another style of handout that I created for Real Estate Equities is the simple two sided sheet. Due to their budget, this was a cheaper format for them to print.

Community Features

- Controlled access entry system
- Convenient to shopping, entertainment and dining
- Laundry facilities on every floor
- Centrally located elevator in each building
- Individually controlled air conditioning
- Copier and fax machine access
- Underground heated parking available
- Heated outdoor swimming pool with privacy fence
- Fitness center open 7 days/week
- Storage lockers available
- Ideal location close to both 494 and 35W
- 24 Hour emergency maintenance



{ Heated Outdoor Swimming Pool with Privacy Fence }



Apartment Features

- Generous square footage
- Separate dining area
- Ceramic tile bath
- Window treatments provided throughout
- Classic kitchen designs with neutral appliances
- Dishwasher and disposal
- Generous closet space
- Individual climate control
- Large private patio or balcony



{ Classic Kitchen Designs with Neutral Appliances }



www.HeritageHillsApartments.com
 3909 Heritage Hills Drive, Bloomington, MN 55437
 TEL: 952-831-0343 | FAX: 952-831-0267
 HeritageHills@reeliving.com

Professionally Managed by Real Estate Equities



Floorsplan Selected _____
 Monthly Rent _____
 Security Deposit _____
 Pet Deposit _____
 Pet Rent _____
 Application Fee _____

This community is located near a college. With that in mind, the concept was to be appealing to the mature college-aged audience. They wanted to use the red/maroon color similar to that of the building. Other than that the main focus was to capture the aesthetic appeal of the grounds and emphasize the community features to draw people in.



identity: Developing a stronger more professional identity was the goal of this project. The owner of G4 Construction Management had been in business and had been using a logo that he developed on his own. My task was to take what he had and make it better.

We discussed different ways in which he wanted to utilize his finished logo. He wanted it to be versatile and professional as well as bold. Since it is a construction business, he wanted the logo to stand out when used as a vehicle decal, trailer banner, and various signs at the different site locations. From there I developed some graphic concepts and the project started rolling.

In the end we developed an identity and business system that could work fluidly for the owners business needs.

"to be versatile and professional as well as bold"



brochure: The marketing manager at MichaelReel came to me and said she wanted a strong marketing piece that included everything. She stressed that their audience is those within a high income bracket. After discussing all the elements that they wanted included in the brochure, we decided this piece of marketing material should be sophisticated and trendy. Their goal was to show a lot of photos and keep the style sleek.



MichaelReel
Builders & Remodelers, Inc.
629 Penn Avenue South | Minneapolis MN 55405
612-851-8255 | www.michaelreel.com

Mission...

Our mission is to build exceptional living spaces for our clients by embracing their desires, lifestyle, and unique needs.



About...

MichaelReel Builders & Remodelers, Inc. is an award-winning building and remodeling company located in Minneapolis, Minnesota. We have successfully completed a wide range of projects from historic renovations to modern lofts, as well as both small remodeling and large building projects. At MichaelReel Builders & Remodelers we are committed to providing our clients with an exceptional experience by collaborating with them from beginning to end, ensuring every project detail is just right.

Regardless of the project type, we incorporate innovative ideas and solutions, along with high quality materials to create truly unique living spaces personalized to our clients' lifestyles. We strive to give our clients exactly what they have dreamed of, creating many years of enjoyment and memories ahead.

*When
to the finished
there every
living our vision
is a homeowner*

Company Cornerstones...

INNOVATION

We believe in providing our customers with unique ideas and solutions, along with inspiring and encouraging creativity.

CUSTOMER CARE

We believe in working closely with our clients through constant communication and collaboration. We accept change and know how to quickly adapt when needed.

INTEGRITY

We believe in honesty, truthfulness, and consistency in our actions.



Services...

- Kitchens and Baths
- Home Office and Media Rooms
- Entertainment Centers
- Bars and Wine Storage
- First Floor and Upper Level Additions
- Garage and Dormers
- Patios, Decks and Porches
- Historic Renovation
- Whole House Renovation
- Bedroom Suites and Custom Closet Interiors
- Basements and Lower Levels
- Fireplaces

MichaelReel
Builders & Remodelers, Inc.

612 - 850 - 8255 | www.michaelreel.com
429 Penn Avenue South | Minneapolis MN 55405

*"The whole process went so smoothly... maintaining the project
to the specified timeline made all the difference. Everything turned out great."*
MICHAELREEL BUILDERS & REMODELERS

Sophisticated, Sleek & Trendy



MichaelReel
Builders & Remodelers, Inc.
michaelreel.com

MichaelReel Builders and Remodelers Inc. {freelance designer: direct mailers}

Don't miss the Lowry Hill Home...

featured in the Mpls/ St. Paul Magazine summer issue, out at the end of June.

MichaelReel
Builders & Remodelers, Inc.

429 Penn Avenue South | Minneapolis MN 55405
612-850-8255 | stephanie@michaelreel.com
www.michaelreel.com

We specialize in Historic
While maintaining the original character we also incorporate the style and
If you are considering remodeling in-home consultation.
Visit our website for additional

You are Invited

Come see your neighbor's newly remodeled kitchen featured in the 2009 Spring Remodelers ShowcaseSM.

4750 Hamilton Drive, Minnetonka, MN | Entry #67

Friday, April 3rd 1-7pm
Saturday, April 4th 12-6pm
Sunday, April 5th 12-6pm

Enter to Win: 4 Hours of FREE maintenance at your house

MichaelReel
Builders & Remodelers, Inc.
michaelreel.com | 612 - 850 - 8255

consistency in design

brochure: When I started working with MichaelReel, they were in the process of developing a new webpage. They never developed a strong marketing 'look' for their company. The whole idea and theme with this client was to keep the same modern, sleek design prominent throughout all the marketing pieces.

These various direct mailers were designed for individual purposes yet they all have a common design theme.

MichaelReel
Builders & Remodelers, Inc.

Dear Neighbor,
Thank you!
As we are finishing up the complete remodel of a third floor loft, we wanted to let you know we appreciate your patience and kindness while we have been working in the building.
Sincerely,
The MichaelReel Remodeling Team

Thank you!

429 Penn Avenue South | Minneapolis MN 55405
612-850-8255 | stephanie@michaelreel.com
www.michaelreel.com

429 Penn Avenue South | Minneapolis MN 55405
www.michaelreel.com
stephanie@michaelreel.com

able remodeling project
ow have extensive
nd design of the lofts in

ie President of
act us at
eReel.com.

jects visit our

Thank you!

2008 ROMA Award Winner
2008 Chrysalis Award Winner



Remodeling since 1960

identity:

When I started working with Homecare Incorporated their logo was very outdated. They needed an entire visual upgrade. We started first with the logo. They were unsure what they were looking for. All they could tell me is it needed to be changed.



The original had a handyman character as part of the logo. After seeing the ideas that I put together without the character, they quickly decided to change things up. I worked off the idea of a house and wanted to keep it very simple and professional.



Free Estimates
Quick Service
Competitive Pricing
Quality Workmanship

SERVICES

- Baths
- Kitchens
- Basement and Lower Levels
- Home Office and Media Rooms
- Entertainment Centers
- Bars and Wine Storage
- Accessibility Remodeling
- Patios, Decks and Porches
- Fireplaces and Decks
- Ramps
- Windows and Doors
- Painting

HomecareIncRemodeling.com
952-884-4187
searl56@comcast.net

COMPANY STORY

What makes Homecare Incorporated so special is that it has been a family owned and run business since 1960. Stanley Earl founded and started the company and then later turned it over in 1985 to his son and current president Stephen Earl. Stephen has worked for the family company since 1974.

Homecare has a long history of excellence and affordability in the Twin Cities area. The company has in-house carpenters that boast decades of experience in their trade and have worked for Homecare for a combined total of over 30 years.

Family owned and operated for over 50 years

HomecareIncRemodeling.com
952-884-4187
9301 Bryant Avenue South, Suite 215
Bloomington, MN 55420

MISSION

To provide quality remodeling and exceptional customer service utilizing our own dedicated employees as well as a strong network of loyal subcontractors and suppliers.

MISSION

To provide quality remodeling and exceptional customer service utilizing our own dedicated employees as well as a strong network of loyal subcontractors and suppliers.

ABOUT US

Homecare Incorporated is a general contractor providing complete remodeling and construction services to the Minneapolis and surrounding area. Founded in 1960, we have been in business providing high quality, yet affordable remodeling services for 50 years!

We have successfully completed a wide range of projects from whole house remodels to small repair jobs. At Homecare Incorporated we are committed to providing our clients with an exceptional remodeling or replacement experience.

Regardless of the type and size of the project, our team will be there every step of the way to ensure a quick and stress-free remodel for you and your family.

TESTIMONIALS

"I just want to thank you for the wonderful job that was done on my bathroom. It was such a pleasure to work with you and your associates. They were all so very pleasant and professional!"

"Thanks to a job well done. Your people all did excellent work. We are well satisfied!"

"Homecare and its subcontractors did an exceptional job in remodeling our bathroom. We were very impressed in how timely and orderly the project was completed."

HomecareIncRemodeling.com
952-884-4187

Reclaimed Style

Furniture Reborn



identity:

Jill Johnson came to me with a solid business plan in mind. She knew what she wanted to do for her business, she just wasn't sure how to start developing her business identity. When it comes to creating a 'look', Jill wasn't exactly sure how to explain what she wanted. After meeting with her and taking a look at the furniture she had re-finished. I got a good idea about her personality and what types of designs she might like. Turned out, we were on the same page.



Jill R Johnson
designer

612-432-2017

reclaimedstylemn.com



branding: After developing the logo, we moved on to create some images that would express her whimsical yet classic character. Once those were done. The design of the poster/handout came smoothly.



...whimsical yet classic character...



Reclaimed Style

Furniture Reborn



Creating beautiful, unique, solid pieces for reasonable prices.

Using existing, discarded furniture to promote a more earth-friendly furnishing option.

Most of the pieces are constructed of solid wood with minimal veneer.

Though the time periods and origins are not always known, best guesses are always employed!

Why buy new, when something old can be new again?

Reclaimed Style offers:

- custom design orders
- in-home color analysis
- furniture trade-in allowance
- light carpentry and upholstery
- delivery within the Cities
- owning a piece of furniture that will be envied by others

Jill R Johnson

designer

612-432-2017

reclaimedstylemn.com



