

Maeve Nelson

2026

CREATIVE
portfolio

Hey, I'm **Maeve**

I am a designer and mixed media artist based in Boston. My artistic style is defined by creating the kinds of things that remind you to celebrate often and leave nothing mundane because all corners of life deserve to be interesting. Even with more than seven years experience, I find myself drawn to opportunities to learn and energized by artistic problem-solving.

*Painter
Designer
Entrepreneur*



A **KEY ELEMENT** of a client-first approach is the ability to translate a brand's visual identity to a concise story that feels iconic and true. Although each start the same, each present a unique opportunity to create a cohesive and memorable art piece brought to life with an attention to the nuances of your brand. My background as a graphic designer means I prioritize elements like adhering to brand guidelines, color matching, and combining traditionally digital elements in painted designs.



Brand Interpretation

Brand Activation

LIVE PAINTING

In 2019, I completed undergrad with my thesis titled Retail (R)Evolution—predicting the next phase of in-person retail that revolves around creating experiences, not just off-the-shelf products. The ability to customize and having access to unique-to-you pieces was a core catalyst for launching my brand in 2021. Since then, there has been an explosion in the on-site customization and experiential shopping space that I have been able to contribute to by live painting—adding an artist's touch guided by the consumer.

COLLABORATORS INCLUDE:

Byredo
Nordstrom
Jo Malone
Ugg
Boston Magazine
PrayTell
LaMarca Prosecco
Cuyana
Sundreams Productions
& more



Celebrating the Pro Bowl

CREATED IN COLLABORATION WITH ATHLETE'S FIRST, a premier NFL agency, to celebrate the players they represent who qualified for the 2024 NFL Pro Bowl with a one-of-a-kind gift. Artwork features different trophies for each player, a player highlight on the back with their team uniform, and painted in the visual style of the event branding.

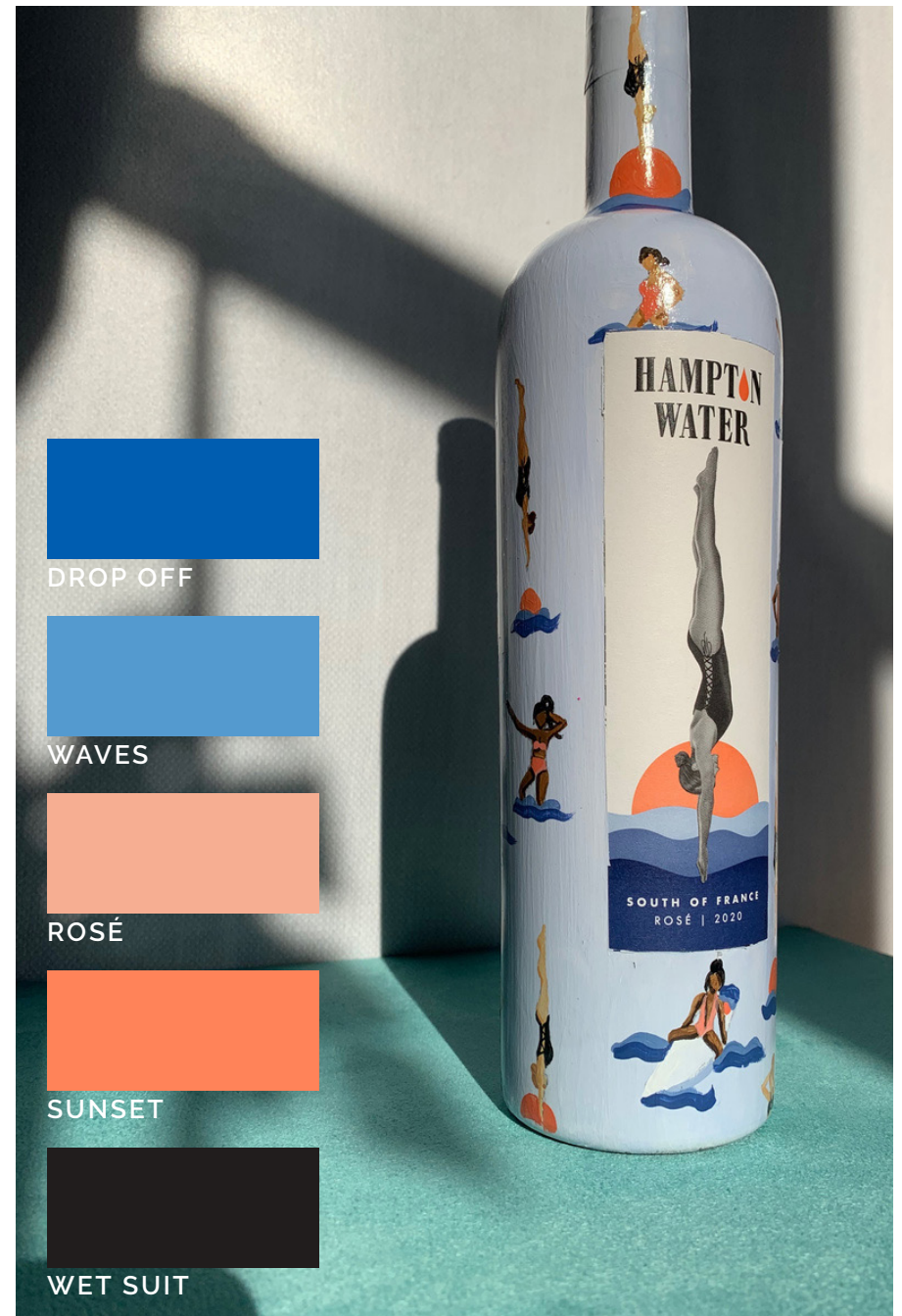
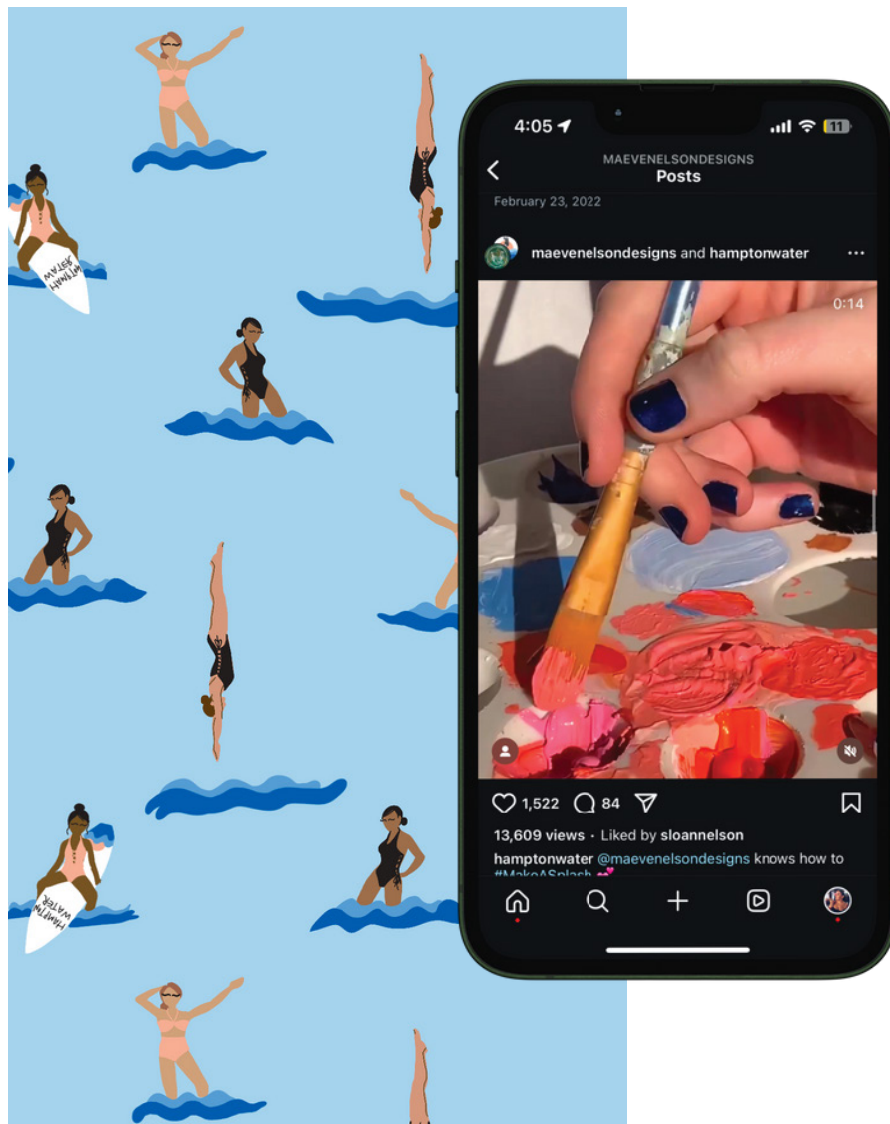


FROM SKETCH TO REALITY



Hampton Water

CREATED IN COLLABORATION with Jon Bon Jovi's Hampton Water for their #MakeaSplash campaign. I designed a seamless surface pattern featuring their iconic diver motif as a focal point, adding more beach goers that sport branded surfboards on layered waves to add unity and variety in the piece. The final product include the painted bottle, a pattern, and a 15 sec video—demonstrating the range in deliverables.





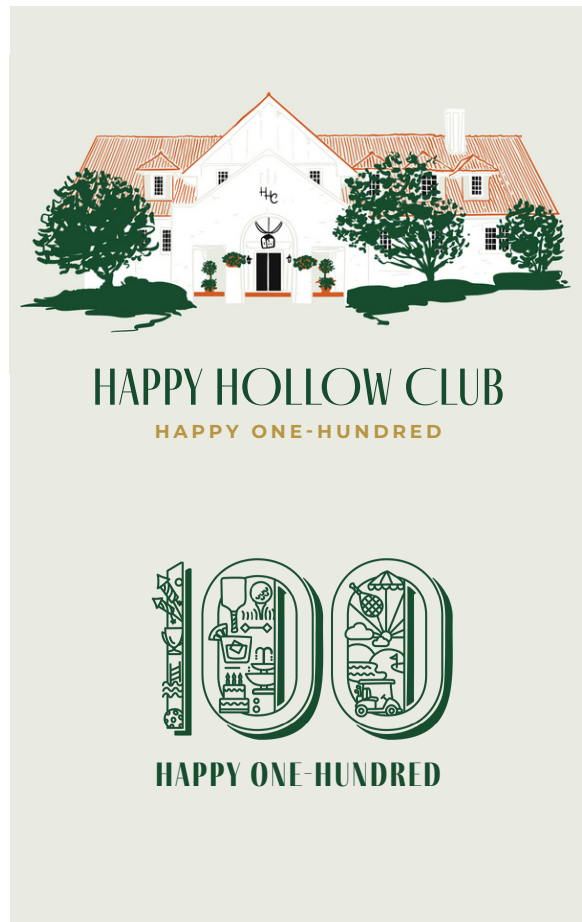
PaintBox Boston

BRIEF

PaintBox is an initiative by the City of Boston to bring vibrancy and art to every neighborhood. My chosen design is intended to capture many iconic characteristics of a New England summer– sky and ocean blues, all things oysters, and the *it* cocktail. After completion, my PaintBox was used in the promotion for the following years' submissions.

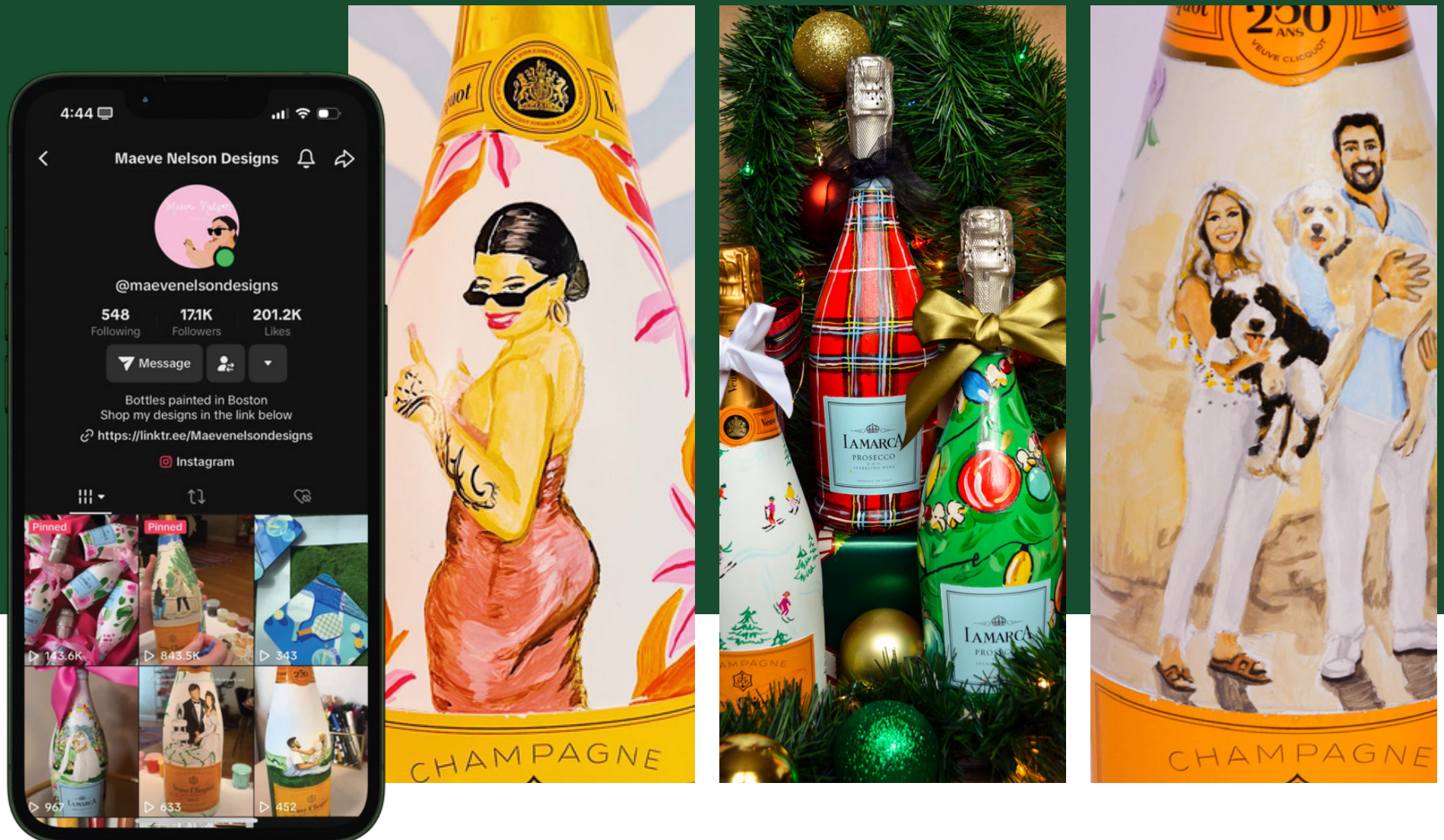
Event Branding

My favorite projects allow me to combine digital and hand drawn elements. My inspiration came from elements the club's architecture like its iconic terracotta roof, which I incorporated into the color palette and illustration, blending it with modern elements like the rich green pickleball courts. As the club was founded in the 1920's, we paid homage with an art deco typeface and seal that honors the rich history of the clubhouse while celebrating its current innovators.



Creating viral content & art that speaks for itself

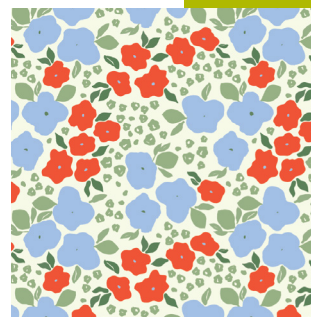
Central to growing as a solo artist and designer has been connecting with a core audience across social platforms and allowing the market to drive my products and content. I have amassed over 15k followers on TikTok and thousands of monthly impressions on Pinterest creating content that combines elements of timely trends, authenticity, and an emphasis on a variety of short clips to show a story rather than tell.



Print & Pattern Surface Design

For as long as I can remember, I have gravitated toward print and its unique ability to capture and relay a story. As a child, I was inspired by collections from Lilly Pulitzer and Kate Spade that featured vivid colors and novelty motifs. In 2017, I started creating my own. While I have turned many of these prints into various products like coasters and calendars, many solely serve as exercise of core design principles. These allow me to explore trends in colors and iconography, create compositions with both unity and variety, and layer these subtleties into my various client facing projects to strengthen a brand identity.

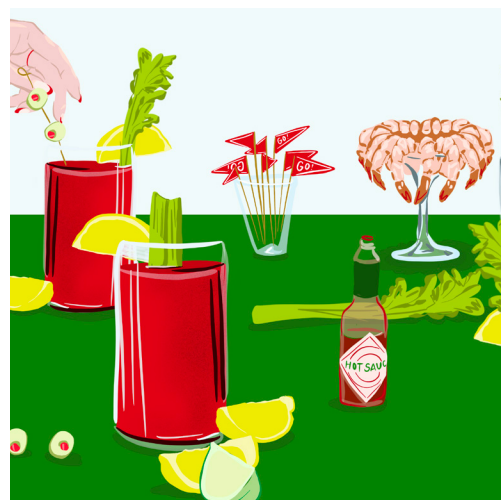
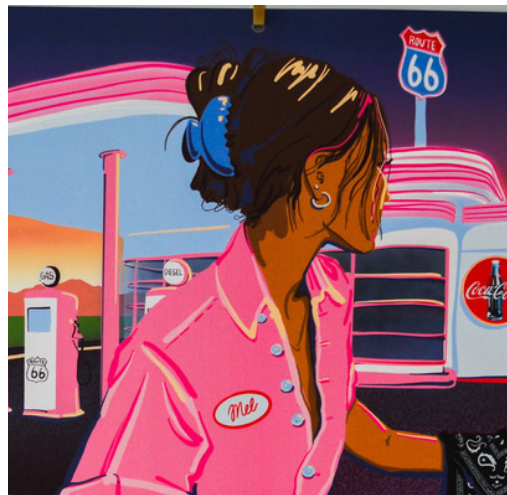
Each surface pattern is hand drawn with physical media like ink and digitized in Adobe Illustrator where I implement a color scheme and play with scale and repetition before settling on a final composition.



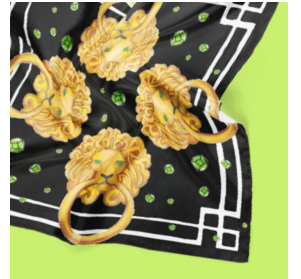
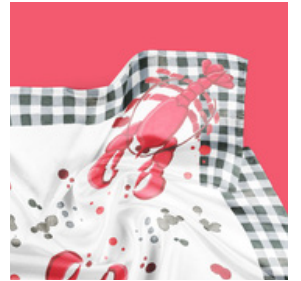
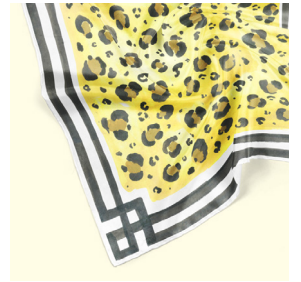


Illustrated Calendars

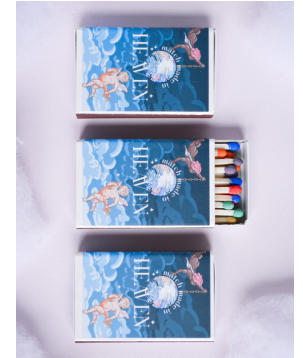
Select scenes from my illustrated calendar, a series I have created annually since 2018. Each year, I develop 12 illustrations under an overarching theme that varies widely, but contain through-lines that are central to my brand like vivid colors, playful nostalgia, femininity, and cultural references. This allows me to flex the core muscles of design like composition, typographical hierarchy, and trend forecasting turned directly into wall art.



Product Development



Creating Cohesive Collections



Let's create together

I am always looking for opportunities that demand a strong aesthetic eye and strategic mind.

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