



ALUMNAE SPOTLIGHT

PRESENTED BY THE PROFESSIONAL ALUMNAE COMMUNITY



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Founder Qz Paperie & Q~Designs

I'm a graphic designer at heart who can't resist taking skills on new adventures—designing classic wedding suites and day-of stationery, fun-filled party invitations, polished B2B websites, and everyday stationery that makes people want to reach out with a thoughtful note. What keeps me inspired is the endless variety, switching from romantic florals one day to bold corporate branding the next. Outside the studio, I'm inspired by life's connections, big and small, and my overwhelming motivator is learning—I soak up information from everywhere.

Tell us about your businesses QZ Paperie & Q~Designs! What inspired you to build your own stationery and graphic design businesses?

After graduating from Georgetown, I started in marketing at a software company, where I gained extensive hands-on experience in graphic design. When I decided to strike out on my own, I noticed that most small and medium-sized businesses lacked in-house marketing or design support. That opportunity led me to found Q~Designs, allowing me to serve as the complete marketing and creative department for multiple clients. It was through this marketing work that I first jumped into stationery. I was hired to run focus groups & sell at pop-ups as research for a UK stationer looking to the US market. I found I loved the product and process and my passion for stationery retail began, eventually growing into QZ Paperie. Q~Designs still exists as my B2B company, which today primarily does website design and carries several long-term clients.

What does a typical workday look like for you as a creative entrepreneur? How do you balance creativity, business, and your personal life?

A typical workday for me is not typical, and that's by design. I'm not big on strict balance—instead, I get energized by jumping between active client projects, backburner ideas that are quietly simmering, and whatever sparks my curiosity or needs my attention most that day. That variety keeps everything exciting, whether I'm designing a wedding suite, tweaking a website, or brainstorming new stationery concepts. The business side—emails, invoices, planning—gets woven in naturally around the creative work. Outside of work, I recharge with travel, yoga, Barre classes, golf, watching documentaries, and plenty of cooking and baking.

What advice would you give to women aspiring to follow a similar path? Or mid-career women considering entrepreneurship or a creative pivot?

Feeling like an entrepreneur and becoming one are often two different journeys, so my biggest advice is to build a strong foundation before going all in. For me, starting with established direct sales stationery companies gave me a launchpad—they handled the back office, inventory, and provided structure. That let me focus on design and growing a client base without overwhelming admin details. Once I'd learned enough about running the business side, I transitioned out to my own brand. If you're considering a creative pivot or entrepreneurship, find a similar low-risk entry point that aligns with your passion—it can make the leap feel exciting rather than scary.

Can you share a bit about your journey from college to where you are today? How does what you studied in school inform your work today?

None of my coursework directly led to graphic design or entrepreneurship. College taught me how to think, learn, focus for prolonged periods, and tackle problems. That foundation has carried me farther than any specific coursework. Learning how to learn was the great benefit of my college education.

How did your time at SHA shape the trajectory of your career and creative confidence?

SHA's distinctive approach—empowering young ladies to play to their strengths in a supportive environment—is the holy grail. It's the real secret for long-term success in any field. This recipe builds confidence at a time when girls need it most and is the perfect foundation to pursue any career.

What professional achievement are you most proud of? What does success mean to you at this stage of your career and life?

QZ Paperie has been featured organically in Philadelphia's Modern Luxury Weddings twice, and rumors are that a third may be coming soon. All I really need is the simple success of a happy bride, but it's fun to be featured and does make me proud.

If you could go back and give your high school self one piece of advice, what would it be?

If I could go back and talk to my high school self, I'd quote Dr. Seuss (often credited to Bernard Baruch): "Be who you are and say what you feel, because those who mind don't matter and those who matter don't mind." Focusing on your own path, your strengths, and what lights you up is what moves the needle. Everything worthwhile I've built has come from trusting my own instincts, not chasing approval. I do think SHA is particularly good at teaching girls to think for themselves, which has a major, positive lifelong impact.

As a parent of an alumna, what was it like watching your daughter form her own identity within the same community that helped shape yours?

As a parent of a SHA alumna, watching my daughter grow within the same Sacred Heart community that shaped me has been an incredible gift. Arriving for our visit and introducing five-year-old Alex to Miss Florris, Miss Pat, and so many others I had loved as a student is a feeling almost impossible to describe. Our shared experiences with teachers and staff created strings that connect our hearts to this day. For the twelve years Alex attended SHA, I was there a lot—volunteering and showing her that SHA was our gift to nurture. Motherhood is also one of the greatest careers, and running the Mothers' Association taught me lessons in organization, leadership, and collaboration that later contributed to my business foundation. My mother, her sisters, and my older sister attended Overbrook. My niece, my daughter, and I were all at Bryn Mawr. That multi-generational bond is truly unbreakable; it brought my mother true joy. The greatest gift was seeing my daughter flip her red tassel and emerge as a confident, centered young woman with a strong moral compass and deep faith—qualities nurtured by SHA in the most beautiful way. These are life's true treasures, and I thank God every day for the Sacred Heart bond that has blessed our family across generations.

What's next for QZ Paperie & Q~Designs? Where can we find your businesses?

January is always my favorite month—a personal retreat to plan, learn, and dream up what's next. For 2026, I have long lists of skills to build, processes to improve, and ideas to implement, and I am counting the days to when I can dive in. One thing I'm especially excited about is a mentor I've connected with. I wholeheartedly believe in the power of mentoring; seek one out if you are at a crossroads or on the starting block. She's created

modules I'm excited to explore, and I think they'll bring fresh energy to QZ Paperie. You can find me at @QzPaperie on all the social platforms and at QzPaperie.com—expect to see lots of exciting changes rolling out in the new year! Thank you for the opportunity to share my love for SHA! There are so many successful women that have entered and exited those Red Doors, and I feel very blessed to be considered among them.