

ANNA WARKENTIN



Graphic Design Portfolio

Social Media Promotions. Logos. Branding. Web Design. Flyers. Book Covers. + so much more.

Hi! I'm Anna, a graphic designer, illustrator, and communications professional who believes great design goes far beyond aesthetics. It's about telling stories, building connections, creating meaningful experiences, and ultimately helping people discover and engage with the organizations, places, and ideas that matter to them .

Whether I'm developing a brand identity, designing a marketing campaign, or producing print and digital communications, I approach every project with creativity, curiosity, and a focus on helping organizations communicate with clarity and impact.



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moxi

The Wolf Museum of Exploration + Innovation

MOXI SOCIAL MEDIA



As **Marketing + Communications Coordinator** at **MOXI**, I used social media to tell the museum's story, creating integrated campaigns that highlighted exhibits, educational programs, events, and community partnerships through engaging visual communications.



What's Up at MOXI?

What's Up at MOXI was a recurring monthly marketing campaign I developed to simplify how visitors discovered museum programming and events. Each edition brought together exhibitions, workshops, camps, member events, and seasonal programming into a cohesive, easy-to-navigate visual guide distributed across email, social media, and digital channels. The campaign established a consistent communication framework that improved clarity for families while creating a recognizable branded touchpoint that could be adapted month after month.



MOXI Kid's Committee Gift Guide

The **MOXI Kid's Committee Gift Guide** was a holiday marketing campaign featured across social media and in the museum's December email newsletter. To create an authentic, child-focused campaign, I interviewed members of MOXI's Kid's Committee about their favorite items in the museum shop, photographed them with their selections, and designed a curated gift guide inspired by classic department store holiday catalogs. While staying true to MOXI's playful brand identity, I adapted the visual language for the holiday season, creating a festive campaign that felt both recognizable and uniquely MOXI. The shop had trouble keeping up with demand!





LOGOS + BRANDING

Embark Creative Services

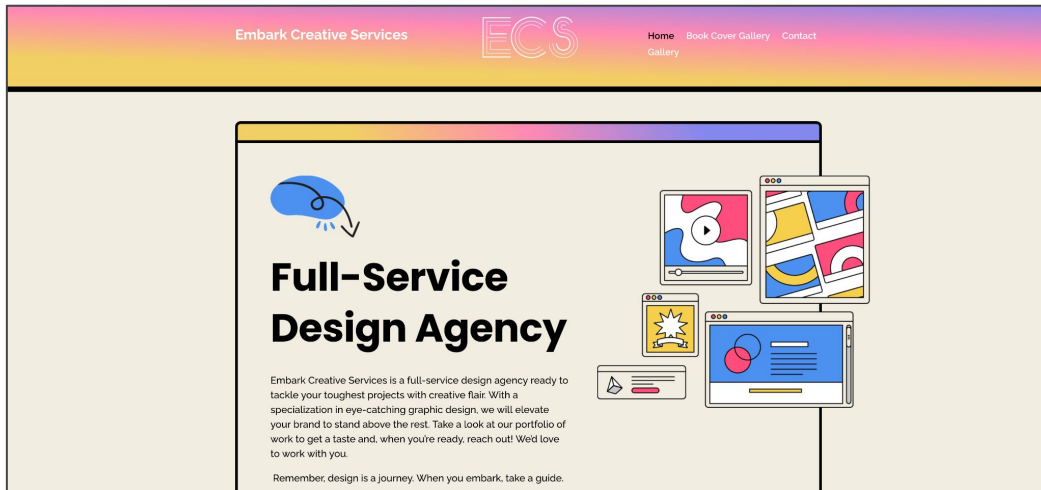
Embark Creative Services is my personal brand and freelance design studio, created to reflect my multidisciplinary approach to creative problem-solving.

Inspired by the idea that every project is a journey, I developed a cohesive visual identity, responsive website, and brand messaging that communicates creativity, professionalism, and approachability while showcasing a diverse range of work across branding, marketing, illustration, editorial, and web design.

embark creative services



graphic design & illustration



My philosophy:
Good design
must be
attractive,
accessible,
and accurate.



SB Event Horizon

As Head of Marketing for **SB Event Horizon**, I oversaw the organization's creative direction across print, digital, and event marketing. My work included designing promotional campaigns for multiple weekly events, coordinating vendors and creative partners, managing project deliverables, supporting live events, and single-handedly executed a complete rebrand and website redesign to strengthen the organization's visual identity.



I designed the **SB Event Horizon Brand Book** with accessibility in mind, ensuring it could be easily understood and used by team members without a design background. Knowing my contract had a defined end date, I created a comprehensive brand package that included logos, fonts, color palettes, templates, and custom assets in a clearly organized file structure, allowing the next designer to seamlessly continue building on the brand.

SB EVENT HORIZON BRAND GUIDE

Use Playfair Display Regular for body text, **BEBAS NEUE BOLD** for headings, and **BEBAS NEUE REGULAR** or **Playfair Display Bold** or **Black** for subheadings.

BACKGROUND COLOR: CHARCOAL
#2A2B2A

Charcoal: 60%
Color Ratio

Only use charcoal for text on seafoam. Use the other secondary shades (cyan, denim) for patterns on seafoam, but never text.

COLOR: SEAFOAM
#75B2AC

Secondary
Shades:
Seafoam, Cyan,
Denim 10%
Color Ratio

COLOR: CYAN
#207583

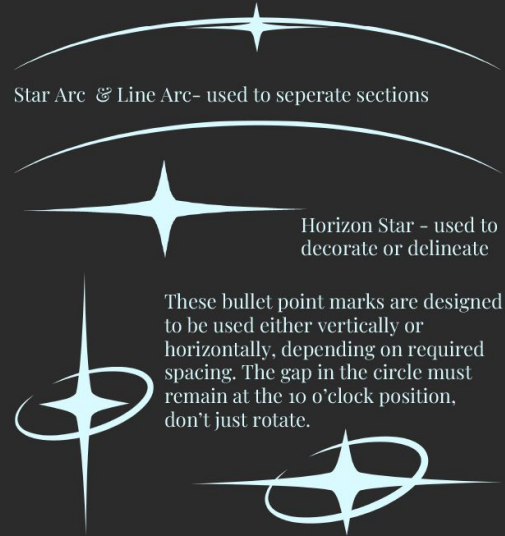
Only use ice for
text on cyan.

COLOR: DENIM
#243E52

Only use ice for
text on denim.

COLOR: ICE
#D9FAFF

Ice: 30% Color Ratio
Only use charcoal for text on ice.



Star Arc & Line Arc- used to separate sections

Horizon Star - used to decorate or delineate

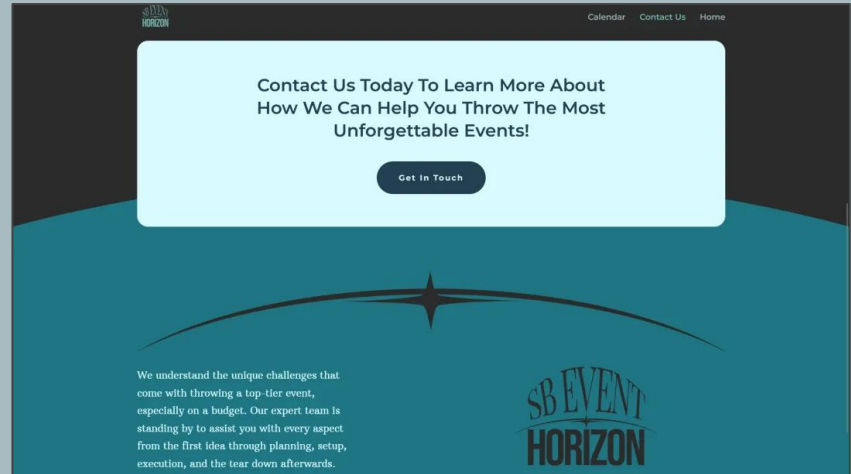
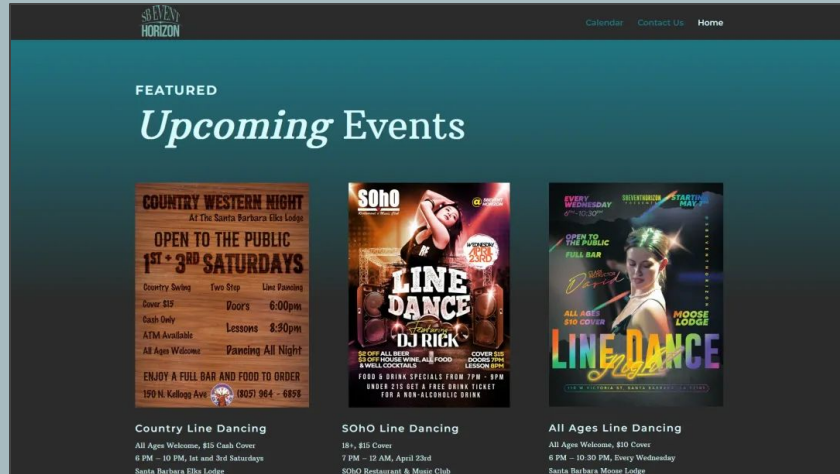
These bullet point marks are designed to be used either vertically or horizontally, depending on required spacing. The gap in the circle must remain at the 10 o'clock position, don't just rotate.

This hex star pattern can be used sparingly to add visual interest. Low contrast colors recommended.



SB EH

SB Event Horizon horizontal wordmark, Facebook banner, and website screenshots (site hosted with Wordpress, built using Divi)



983 Media



After completing several freelance design contracts with **983 Media**, an esports casting and tournament production company, they contracted me to design their logo. Inspired by vaporwave aesthetics and a warm retro color palette, I came up with this logo, which they use to this day!



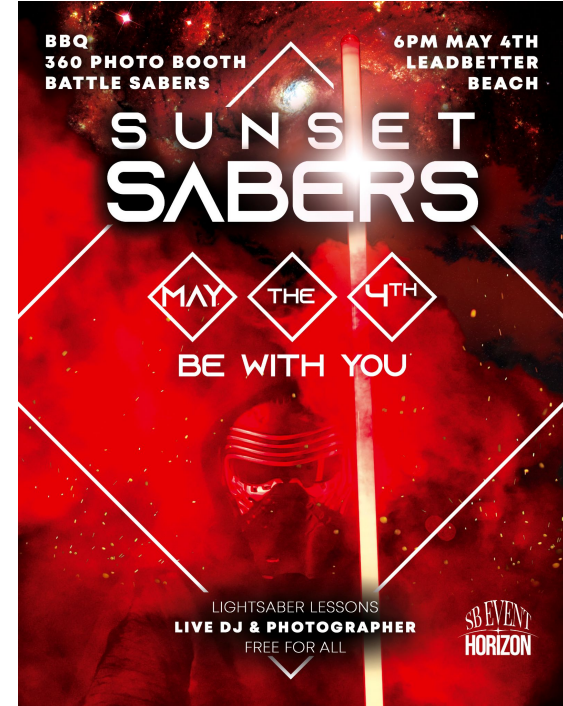
FLYERS + BOOK COVERS

Event Flyers



Line dancing flyer aimed at college students in Isla Vista

Flyer featuring **repeating line dancing events** organized by SB Event Horizon



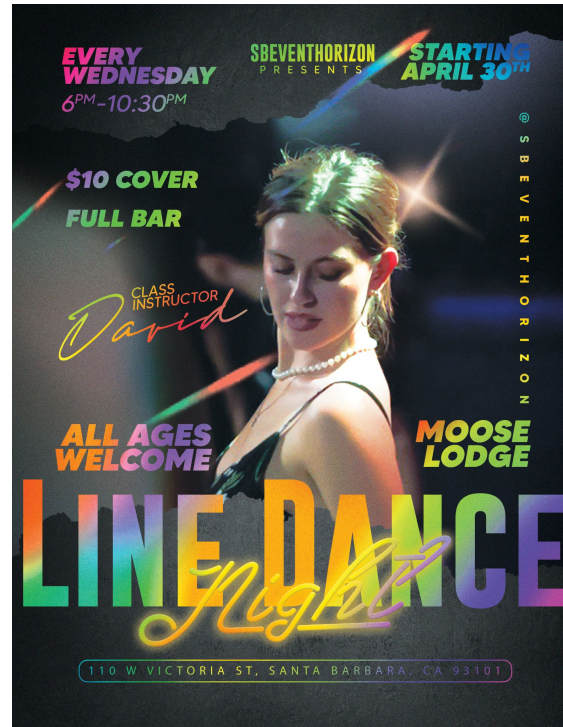
Flyer advertising a **free Star Wars** themed event celebrating May 4th

Event Flyers



Line dancing flyer created to promote a one time event at SoHo Restaurant & Music Club

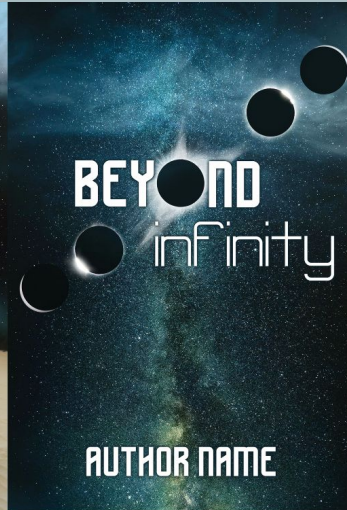
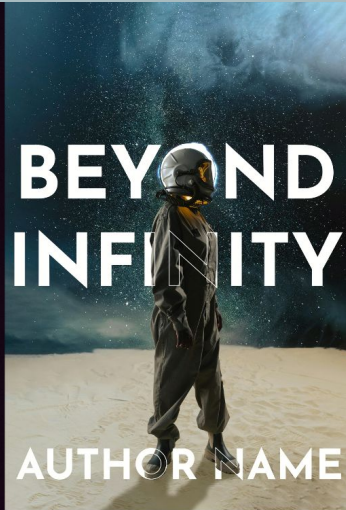
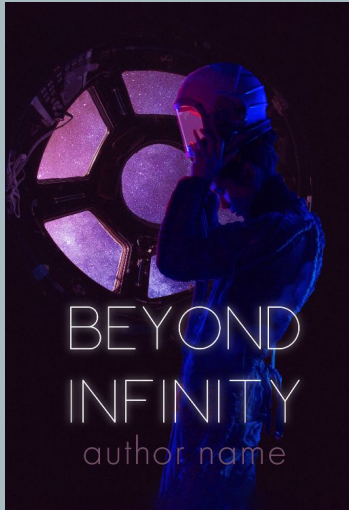
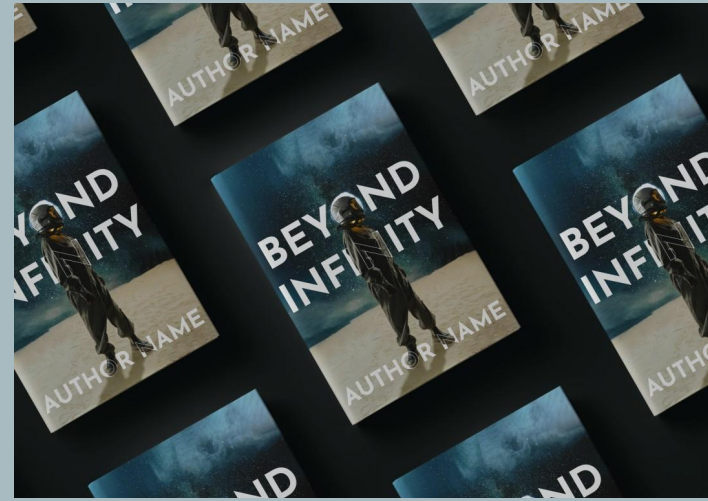
Flyer announcement for a new repeating line dancing event at the Santa Barbara Moose Lodge



Flyer created to promote line dancing and two-step at the Santa Barbara Elks Lodge, aimed towards an older audience

Book Cover Design

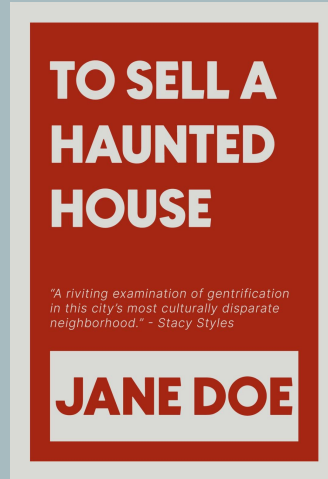
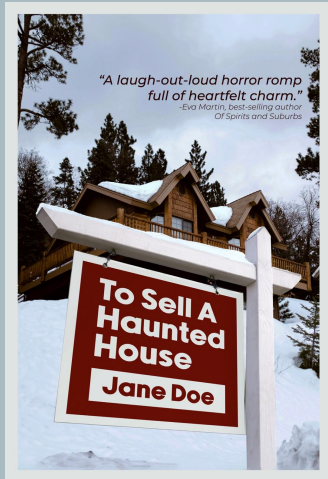
Cover design is one of my great passions, and in my spare time I create sample covers out of copyright free images and fonts. These covers are available for licensing on my website, providing a budget-friendly option for indie authors who may not have the funds for a fully custom cover design.



I explore multiple options for each cover I design, taking inspiration from various subgenres and eras of design, then I put the strongest design (or my favorite) into a mockup to make it easier for authors to picture it as the cover for their novel.

Book Cover Design

This project, *To Sell A Haunted House*, was one of my favorites to iterate. I challenged myself to design each option as a different genre, despite the same title. I ended up with the following: a classic horror, a comedy, and a non-fiction.



The horror-comedy option, pictured above, was ultimately the one I chose to mockup, as it represents a complex photobash that really stretched my creative muscles due to the constraint of copyright free only imagery.

Thank you for viewing!



This is a crow I created by organizing over 100 copyright free black and white images by value and then cropping each feather out by hand. The eye is an image of an eclipse!

Please feel free to reach out with any questions or to see more of my work! My contact information is below.

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