Angela Sebben

Graphic Designer / Production Artist (25+ years experience)

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October, 2023

Hello,

My name is Angela Sebben. I have been in the visual communications field for over two decades. Through those years I have worked on all aspects of the creative process — jumping in wherever I was needed to assist my department and marketing teams. I have a strong eye for detail and process. I am a diligent and supportive colleague and work well with a wide variety of people. I am a qualified and skilled Graphic Designer and a high-level Production Artist. As a previous employer used to tell people, I am a "Swiss Army knife" designer and I have actually come to be proud of that.

My employment history stretches across several industries including healthcare, cartography and publishing, retail and industrial marketing, as well as corporate communications. My career has spanned the breadth of production work from design, directing photo shoots, photo retouching, production, and pre-press working with printers on sheet fed presses, web presses, and digital presses. I am also familiar with the promotional products industry and have had occasion to research, source, select, and order such materials for clients.

In my free time I do free graphic design work for family, friends, my husband's non-profit organization, and several others. I also do standard freelance graphic design work ranging from logos, t-shirts, event programs, banners, flyers, and more. Examples of freelance and pro-bono work range from assisting friends self-publish two different history coffee table books and a fun little side project for a family friend when she turned 100 years old. I am currently an active member of my community in Crestwood, Missouri, serving on municipal boards and volunteering for local organizations.

Thank you for taking the time to review my resume and portfolio. I look forward to meeting you.

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100-Year Timeline for Ann Kohnen — Personal Project/Gift

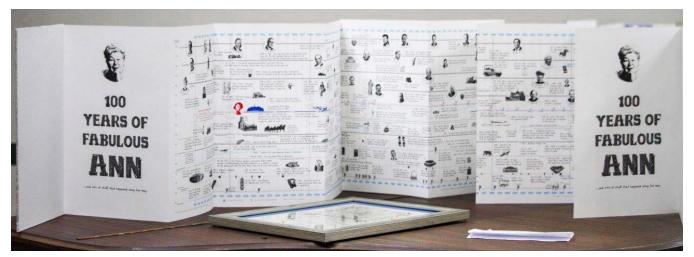
In January of 2018 I learned that Ann Kohnen was going to be celebrating her 100th birthday that March. Ann was one of the first "friends of the family" to welcome me when I moved to St. Louis in 2010 to be with my husband-to-be. His family had known the Kohnens growing up. She is the sweetest woman I had ever met and she *approved* of me right away. She was even present at my wedding shower. When I met her she was just 94 years old.

Hearing that there would be a celebration for her 100th birthday, I was inspired to use my talents to create a meaningful gift to celebrate her long life. I decided to build a timeline of historic and popular facts that occurred during her lifetime.

I researched local, national, and even some international events — choosing to maintain a mostly positive reflection of the last 100 years, but not glossing over some of the major tragedies. The end result was an eight-foot banner that hung on the wall during the celebration as well as a secondary book format display across the room. I mapped 218 events across the timeline and created 164 illustrations using a Photoshop plug-in designed to help facilitate stipple and texture-based illustrations.







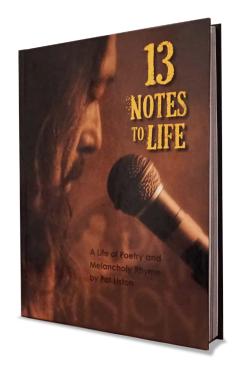


Autobiography Assistance – Pro Bono

I designed and typeset an autobiography for Pat Liston, a local St. Louis music icon of the classic rock genre, entitled 13 Note to Life: A Life of Poetry and Melancholy Rhyme. The book (self-published in December 2016) is a running narrative of stories throughout his life interwoven with imagery and snapshots. While additional editors assisted in review, I was the primary text editor of the original manuscript.

Mr. Liston wrote the book and supplied all the images (indicating what text he wanted them near). He wrote each story in own voice as if he was sitting in front of you, telling his stories.

Mr. Liston writes like he speaks — emphatically — which means there were a lot of ellipses, LOLs, multiple exclamation points, and incomplete or run-



on sentences. Since I'd had plenty of conversations with him and knew his voice, I was able to smooth out the rough spots. There were also no indications of where one story ended and the next began and I added those.

In all, I designed the layout (look/feel, margins, style sheets, etc.), edited the text for basic grammar and consistency, added story breaks and eventually section headings where Mr. Liston wanted them, formatted the photos and inserted them into the layout where requested. Sometimes I would offer phrasing suggestions when he was stuck on a thought concept and having trouble clearly stating his message.

His wife took the cover photo, but I did some Photoshop work to build the cover art including superposing his logo into the background.











Local History Coffee Table Book

I designed and typeset the interior of *Mississippi Nights:* A History of the Music Club in St. Louis. The book (self-published in December 2022) is a history of the famed music venue derived from the memories of its patrons. The content relies heavily on collages of fansubmitted snapshots, ticket stubs, band posters, and miscellaneous ephemera to make it a well sought-after 288-page coffee table memory book.

In all, I designed the interior layout (look/feel, margins, style sheets, etc.), formatted over 1,000 photos and

provided photo editing on approximately 45 percent of them. I contributed to some of the copy editing in the initial stages of development, and while the authors wanted to

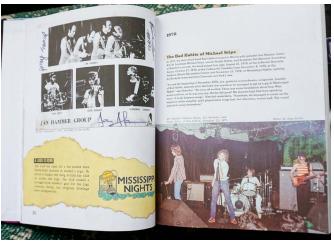
stay as true as possible to each fan's story as submitted, I also offered some editorial feedback for coherency later in the project.



The interior design was based on a preliminary cover designed by another graphic designer that was subsequently modified/refined to be more cohesive with the final interior layout.











Inside the Firehouse event logo

"Inside the Firehouse" was a co-branded family event between two local YPO chapters — the YPO Saint Louis Gateway chapter and the YPO St. Louis chapter. They commissioned me to develop a co-branded event logo. The event, attended by chapter members and their families, brought together several St. Louis County and St. Louis City fire fighting units and special guests for a day of fire safety education and learning fun.







Shown above are the three initial logo options provided to the organizers. The active option of the firefighter running into a burning building was selected over the more passive options.

The final logo was used on event signage, badges, stickers (which were handed out as well as applied to children's toy fire helmets), and labels used to personalize additional event giveaways.







Ambassadors Band CD Jacket and Label

I had the opportunity to work with three St. Louis musical artists — Steve Scorfina, Michael 'Supe' Granda, and David Toretta — whose careers each span over five decades and they are members of an elite class of talent. They have all worked with music pioneers, or even earned pioneer status themselves. In 2019, they came together to self-produce an album of original songs, calling themselves the Ambassadors.

They came to me with a fleur de lis pendant they picked up as an estate sale with the idea to use it on their album cover. They commissioned me to design their album art focused on this pendant. They wanted the group's name to be added to the space on the front and overall wanted it to portray the regalness of New Orleans and the casual spirit of St. Louis, as the two cities have such a deep musical connection.

I photographed the pendant and completed extensive digital cleanup to years of

AMBASSADORS

1. New Set of Problems
2. When 1 Take You to the Mardi Bras
3. When 1 Think about You
4. Einstein's Autograph,
Pts. 1 & 2
3. The Good, Bad and the Ugly
6. Waltzing with Lady St. Louis

Produced by: David Torretta, Steve Scorima and Mickael Saye Granda

Produced by: David Torretta, Steve Scorima and Mickael Saye Granda

BOODER

BY BOODER

PRODUCED

PRO

scuffing and then built the composite image with a stock background.

The Polaroid® effect for their portraits supports the friendly, casual listening experience of this collection of songs.





YPO St. Louis Education Year Theme Logos

I have had the privilege over the last few years to works with YPO St. Louis by designing their Education Year theme logo and helping to develop collateral materials for the year's events. Collateral materials vary per event but often include signage, name tags, programs, and handouts. The year's overall collateral includes a banner and a directory and members which includes a catalog of the year's planned events. I work closely with each new Education Chair to develop the logo for their chosen theme and implement it throughout the year as needed.



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Katy Trail Historical Ride, Event Brochure

Working with YPO St. Louis I am asked to create some specialized program literature. For a family event they developed in May of 2022, they originally asked for an eight-page booklet containing event information and details about the Katy Trail region. What I returned for their consideration was a foldable half-letter sized booklet featuring an illustrated trail map when completely unfolded to tabloid size. They truly appreciated the thought behind the final piece.

I built the illustrated map myself from a combination of map resources, Adobe® Photoshop filters, and Adobe® Illustrator overlays.

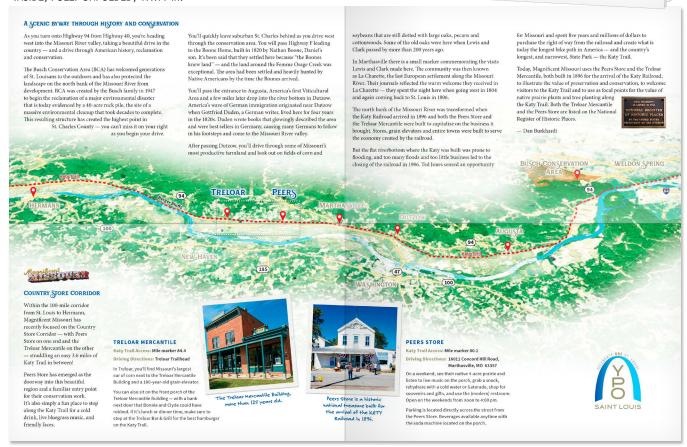
THE BEST OF THE KATY TRAIL
MAY 14, 2022
10:00 AM

Naguificant

Nature, Exercise, Music, Food, Fun!

COVER, 5.5x8.5 in.

INSIDE, FULLY UNFOLDED, 17x11 in.





Boardwalk Waffles & Ice Cream

The owner of Boardwalk Waffles & Ice Cream hired me to design the logo for his newest venture — a niche food shop selling waffles topped with ice cream and a sprinkle of powdered sugar. This was a favorite snack option of the owner growing up in New Jersey and he wanted to bring a bit of the Jersey shore to St. Louis, with his own special recipe for the waffle batter (made daily) and using a local favorite gourmet ice cream (exclusively).

The description of what he was looking for in a logo was something reminiscent of the lighted signs seen along boardwalks. In fact, he explained he eventually planned to add a lighted sign to the storefront once the shop became well-known and viable.

With that in mind, I developed this semi-retro logo which has all the potential to translate into a lighted sign when the time comes. The colors were specifically selected to reflect the boardwalk/seashore theme.

Since the shop opened in February of 2017 it has developed a loyal following. The shop owner opened additional locations in the St. Louis region. He found the logo so much to his liking, and he is so proud of the success of his venture, he tattooed the logo on his upper arm.















Event Programs/Booklets

My husband's hobbies are classic rock and trivia and he has combined his two interests by developing a unique trivia night format, one which benefits local charities and provides participants the opportunity to co-mingle with local St. Louis celebrity presenters.

I volunteer my graphic design and production expertise to build the event's souvenir program which showcases the benefitting charities and evening's presenters, and also documents the hall of fame award winners (another aspect of my husband's hobby). Advertisements are sold in the program which supports the event and helps cover costs such as facility rental, program printing, and refreshments.

Many of the advertisers in the program want to help the event, but are typically small and local businesses who do not have marketing or design departments to provide formatted ads. So, along with the design

of the program and managing its contents, I volunteer my talents to build well designed, functional ads based on the content the advertiser provides — from reformatting an ad they have used in the past to building an ad from a business card or from just the company name and phone number.

I started out with programs for my husband's trivia night events, but have also volunteered the same resources for other fundraising events.





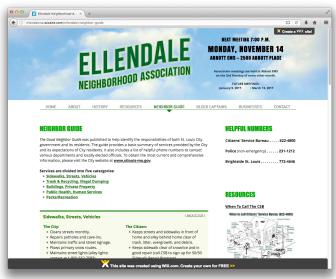
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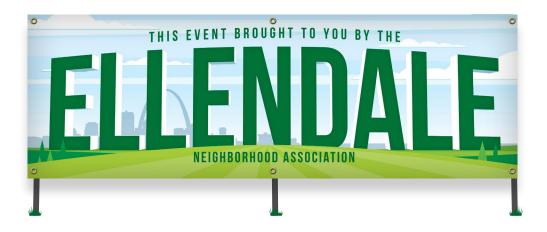


Ellendale Neighborhood Association — Officer

I volunteered for and was elected as the Communication Officer for my neighborhood association within the city of St. Louis. As Communications Officer my responsibilities include building and managing the Association's website and blog as well as other social media resource. I also produced additional communication materials and helped organize community events. I extensively researched the information included on the website and I wrote 95% of the blog articles. Samples of the articles are available upon request or can be viewed on the website: www.ellendalena.wix.com/ellendale. (As of November 2017 I moved outside the City and was required to give up my position.)









Geocaching Board Game – Prototype

A Geocacher is a participant in an online gaming community who hunt for "caches" hidden in outdoor locations by means of global positioning coordinates and a GPS receiver. The coordinates are are provided by the cache owner through the game website. A close friend of mine was at this time an avid geocacher. Unfortunately, he was going to be home-bound for two months following surgery so I thought a good gift to him would be to devise a way for him to geocache at home.

So, I developed a board game, which I called *First Finders*, to emulate the geocaching experience. It is a dice and card game which directed players to be the first-to-find indicated caches. Being the first to find a newly hidden cache is one aspect of geocaching that some players take very seriously. At the end of the game the player with the most "first finds" is the winner.

Also included were common geocaching pitfalls like running out of batteries,



forgetting your mosquito repellent, and inputting the wrong coordinates into your GPS receiver.

The board and cards were hand-made and though it is a simple game, my friend was very appreciative and played it several times during his recuperation.



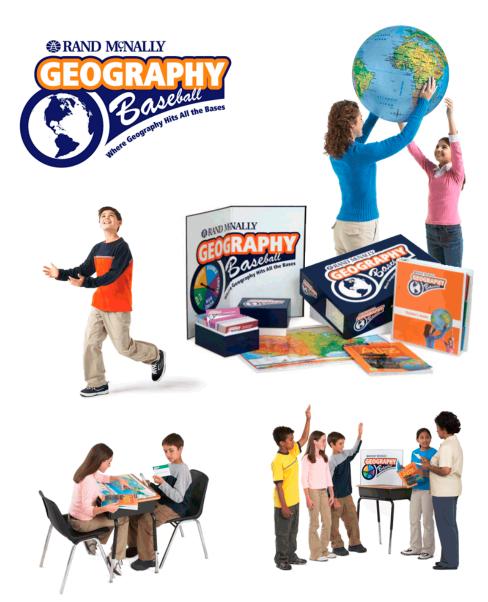






Geography Baseball (2005 released product)

The product concept was developed within the editorial and marketing groups, but design and branding were needed to solidify the concept and keep the project moving forward. During it's initial design phase, the project was assigned to a senior designer. Through a series of events, and replacement of key players on the project, an agreement on the branding could not be reached. As I was prepping to do the final production on the entire set of pieces, I stepped forward to offer a design solution based on the concept, the design request, and the feedback I had been privy to.



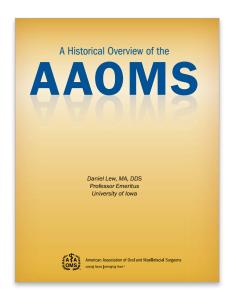
My idea was accepted and the project moved forward. Geography Baseball consists of several modules each with their own set of question and answer cards as well as a companion teacher's guide and a board game like spinner all with the branding as the unifying element.

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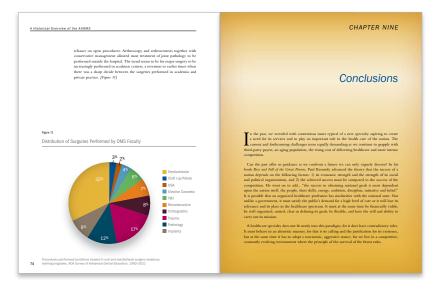
AAOMS History Book

As a freelance assignment, I was asked by one of my former supervisors to design and format a book for her new employer — the American Association of Oral and Maxillofacial Surgeons. The book, *A Historical Overview of the AAOMS*, was an essay written by one of the association's members which was to be presented at a conference that fall. I was asked to design a cover and text layouts, format the content, and illustrate charts and graphs. The final 88-page book was printed on a matt stock and perfect bound with a heavier cover.











Origami Globe Holiday Card — Concept

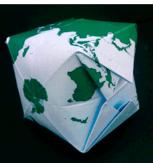
For several years the in-house design department was given the opportunity to develop the company's holiday card. This was a project that was in turn opened up to the entire department.











I enjoy holiday cards and I thought it would be fun to develop a card that gave the receiver something to do and not just a piece of paper to be set aside after a moments glance. I knew how to fold an origami balloon from when I was a child and the connection of the paper balloon, a globe, and holiday ornaments developed into this cute piece.



Miscellaneous Business and Organization Logos

2000 to the Present

This is a collection of logos I have been asked to design over almost two decades. The applications ranged from logos for businesses and organizations to events, products, and newsletters.



































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Postcards / Direct Mail

Various postcards from the last twenty years.

