



DESIGN & ILLUSTRATION PORTFOLIO

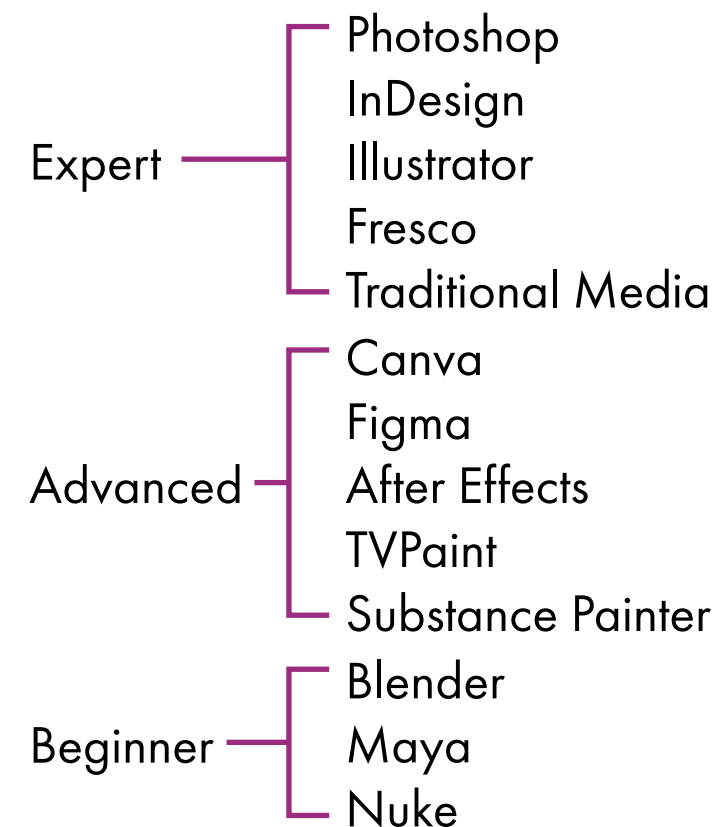
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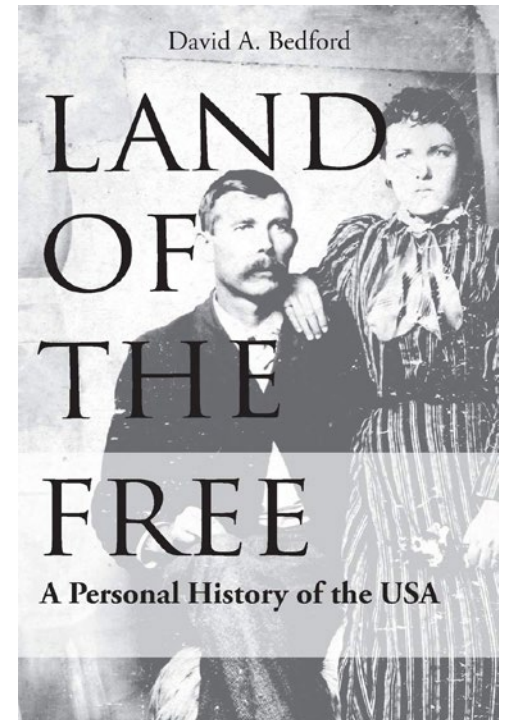
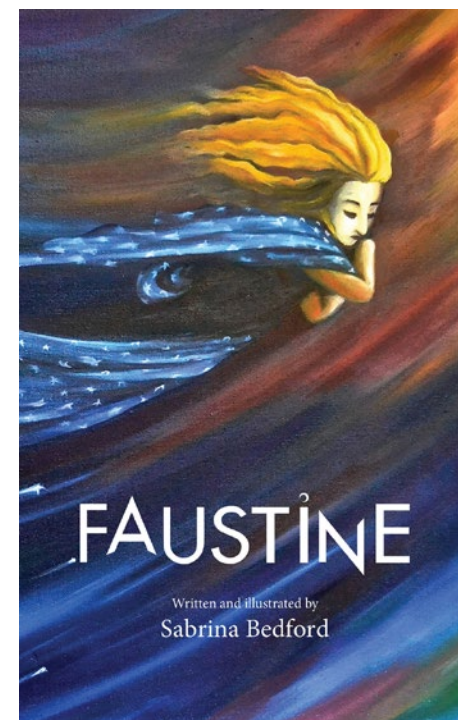
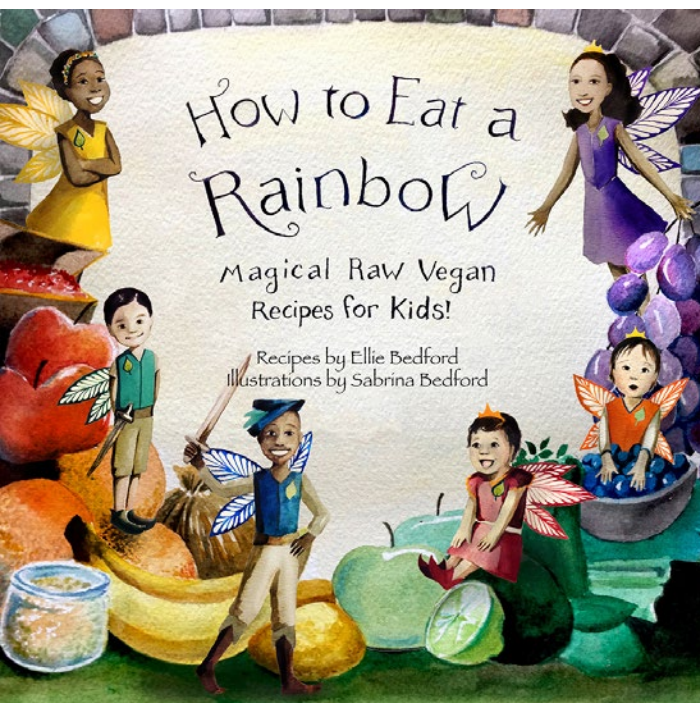
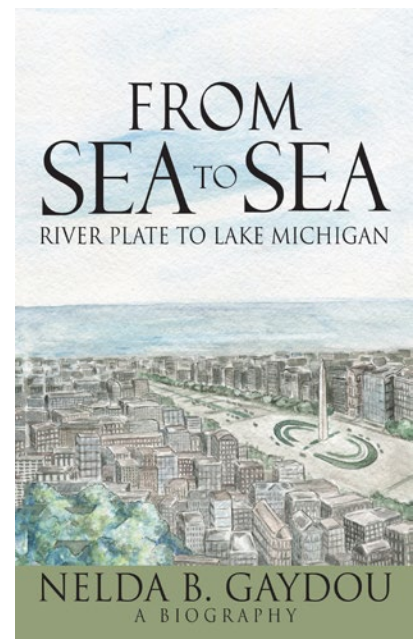
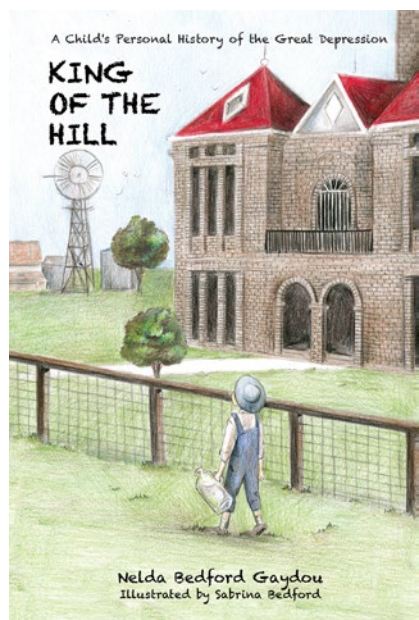
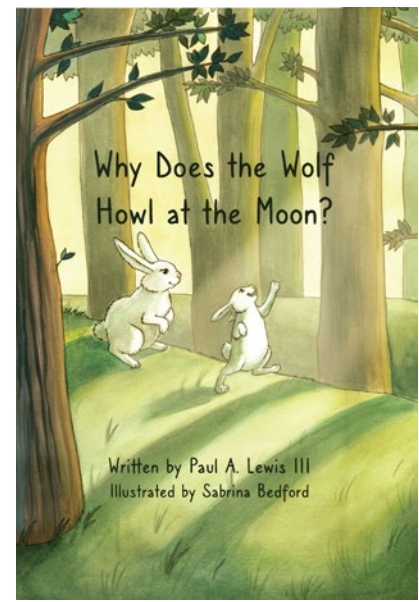
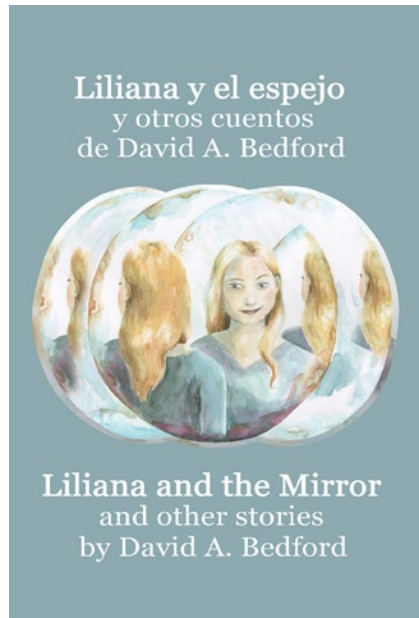
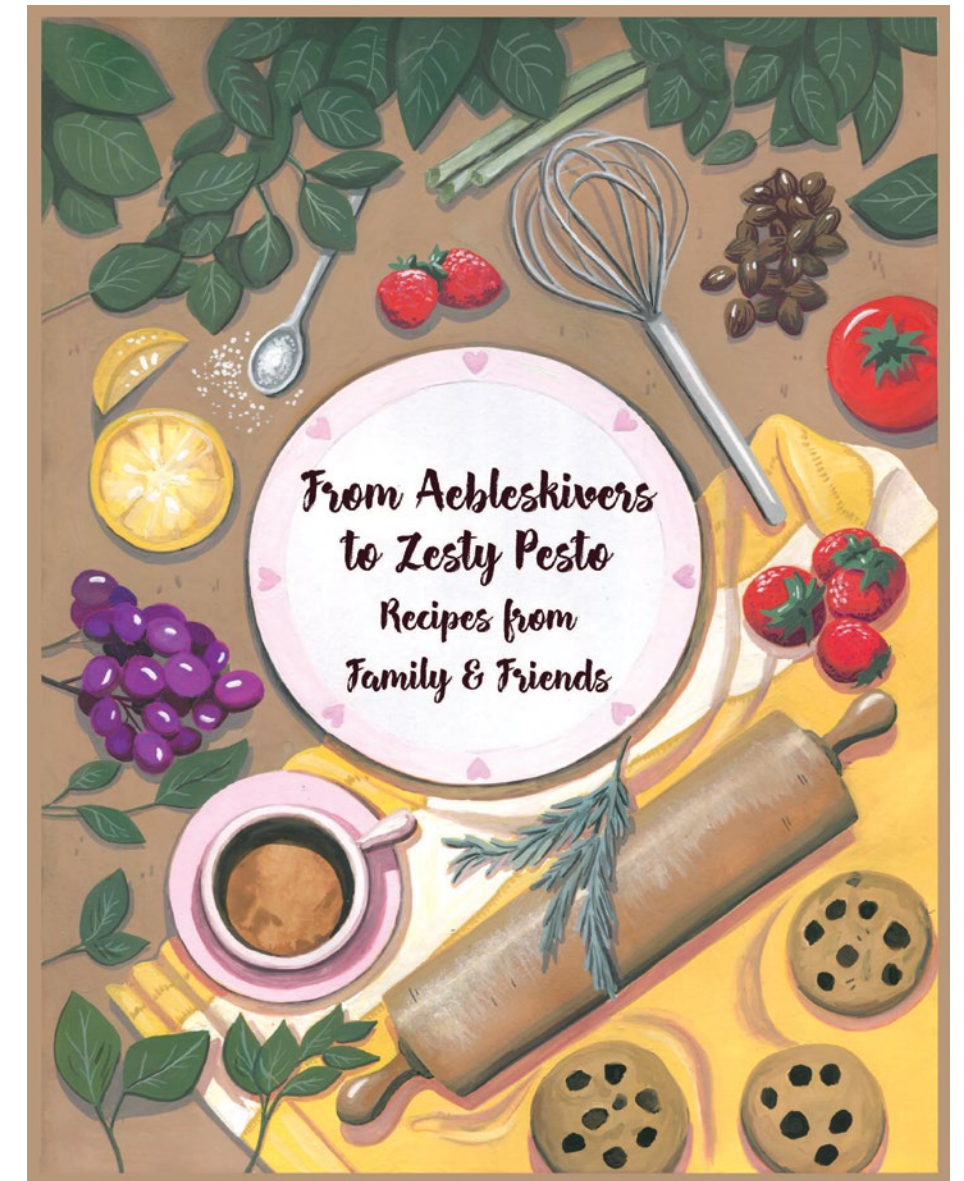
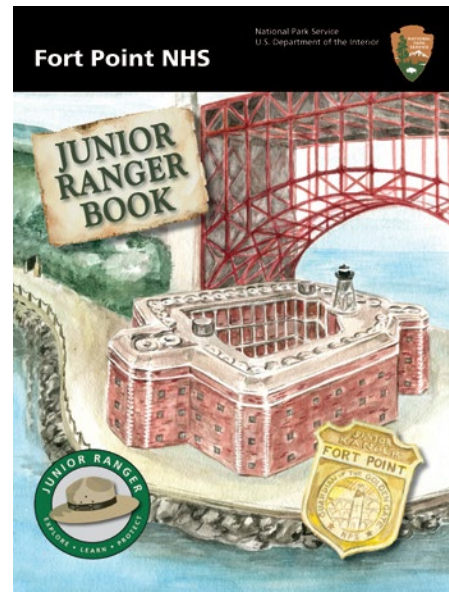
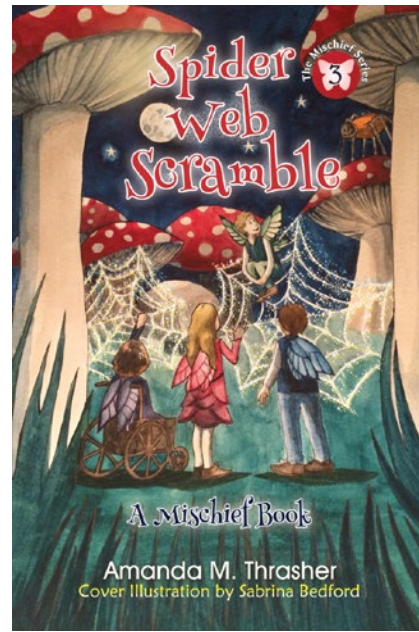
About me

I am an artist based in Santa Clara, CA. I have designed dozens of published books and other products for print and web distribution, and have experience developing style guides, unique branding, and original illustrations and animations for clients.

Skills & Expertise

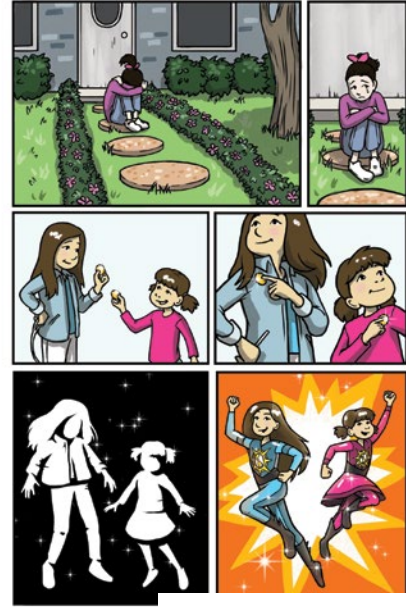
Design, Illustration
& Animation





"Omnis 1: Beginnings - Comienzos" (2022)

"Omnis 1" is the first graphic novel of an ongoing bilingual series by Nelda Gaydou, published by Progressive Rising Phoenix Press in 2022. As designer and illustrator, I created the illustrations in Photoshop and designed the book layout for print and ePub in InDesign. I also selected the publication's fonts, developed the Omni logo and commemorative pin, and provided support with copy editing, story, and dialogue.



"... The graphic novel is engaging and offers a positive message of acceptance... Sabrina's exceptional artwork complements the story perfectly, making for an enjoyable read that is sure to resonate with readers of all ages... leaving readers eagerly anticipating more from this talented author-illustrator duo."

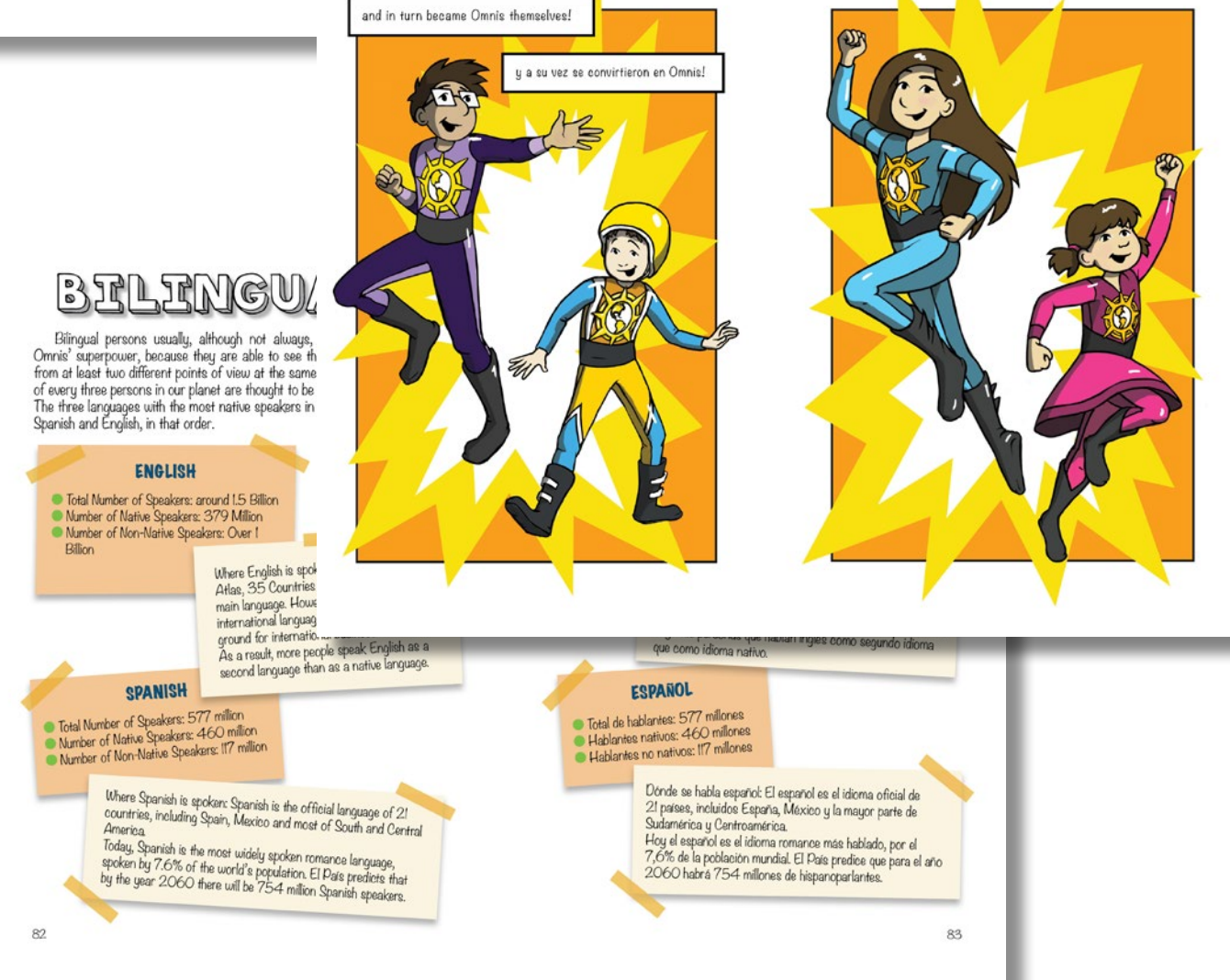
- five star review from Literary Titan

Logo and Color



#fec337
0, 24, 88, 0
Gold with black detail.

Font
Chalkboard
Weights: Regular, *Italics*, **Bold**
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz



Pages from the book

StoryWalks

StoryWalks was a program I managed at the Parks Conservancy from 2014-2021. In collaboration with the National Park Service (NPS), Chronicle Books, and the San Francisco Public Library, pages of children's books were printed onto signs and sprinkled along trails in the San Francisco Bay Area.

STORYWALKS IN THE PARK

A StoryWalk is a way to explore the park and read at the same time. Pages from children's books are put on signs and sprinkled along a trail. Find these books in the park and walk the trail to read the story!



The National Park Service, Golden Gate National Parks Conservancy, Presidio Trust, San Francisco Public Library, and Chronicle Books have partnered for the Library's 2020 Summer Stride program.



StoryWalk Rack Card design example, 2020

Remember to practice social distancing, giving others 6 feet of space, and follow CDC, state and local guidelines when in the park. To stay up to date on park closures, visit parksconservancy.org.

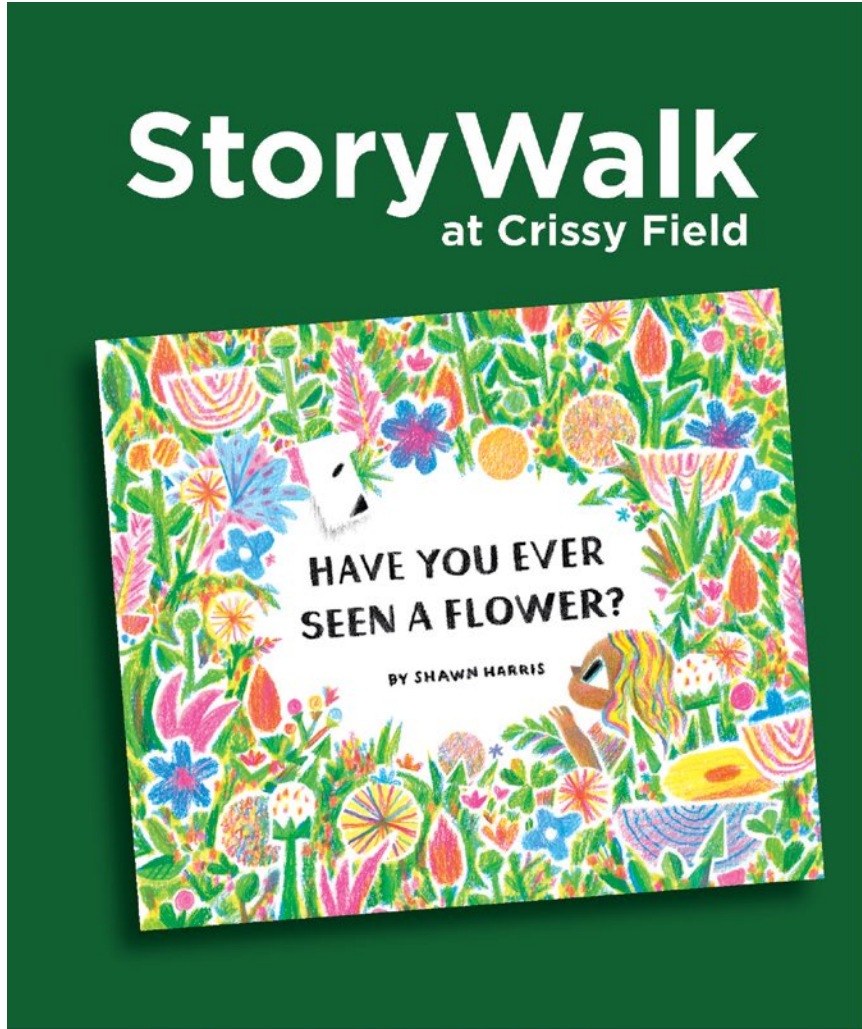
1 **The Hike**
By Alison Farrell
Join three friends on a hiking adventure while learning about nature in your national park.
Time: 30 minutes



2 **I Wrote You a Note**
By Lizi Boyd
Follow a note's unexpected journey and encounter a cast of charming characters along the way.
Time: 30 minutes
One location, start at: Mountain Lake Park Playground



©2020 Alison Farrell. Used by permission of Chronicle Books, LLC.
©2017 Lizi Boyd. Used by permission of Chronicle Books, LLC.
StoryWalk® was created by Ms. Anne Ferguson of Vermont.



StoryWalk panel design example, "Have You Ever Seen a Flower?" (2021)

In addition to overall project management, I designed the panels and promotional rack cards, following NPS and Parks Conservancy style and accessibility guidelines. I also developed all written content and key messaging. The panels were printed by Sterling Graphics on medium density overlay (MDO) and laminated to withstand the outdoors for up to six months.

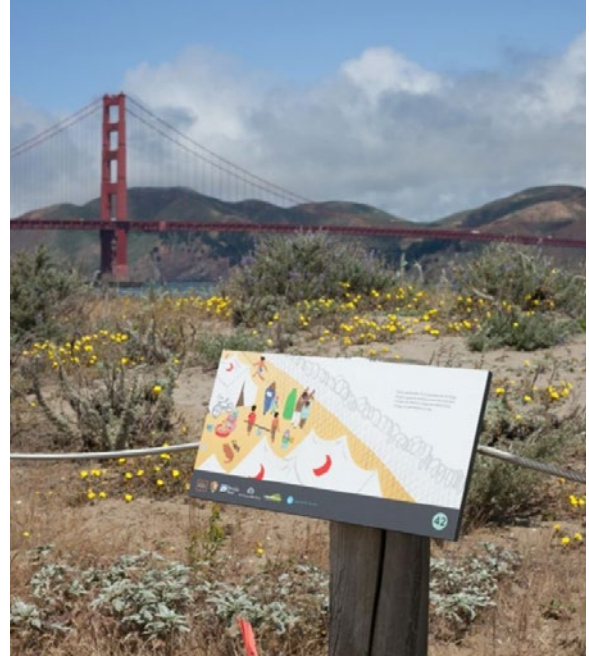


Photo by Vivien Thorp/Parks Conservancy



Photo by Paul Myers/Parks Conservancy



Start your adventure!

A StoryWalk is a way for children of all ages and their families to explore the park and have a reading adventure at the same time. Pages from Chronicle Books' *Have You Ever Seen a Flower?* written and illustrated by Shawn Harris, have been placed along the Crissy Field Promenade.

StoryWalk length	Time to allow	Number of panels
1/2 mile	30 minutes	20



Find the first panel near the Crissy Field East Beach parking lot.

The National Park Service, Presidio Trust, and the Golden Gate National Parks Conservancy have partnered with San Francisco Public Library and Chronicle Books to put StoryWalks in the Presidio as a part of the Summer Stride Program.

Visit parksconservancy.org or sfppl.org to learn more about StoryWalks and this year's Summer Stride program.

Please follow CDC social distancing guidelines.



Have You Ever Seen a Flower? Text and Illustrations © 2021 Shawn Harris. Used by permission of Chronicle Books. StoryWalks® were created by Anne Ferguson of Montpelier, VT.

Motherhood Goddess Oracle Card Deck (2020)

I designed and illustrated this motherhood themed oracle card deck for Sol & Luna Doula, a doula service based in the UK. Original illustrations were made with acrylic paint on paper. Cards were edited and designed in Photoshop and InDesign. I also provided copy editing services.

Colors



#c684ab 21, 56, 10, 0 #4f317e 85, 97, 17, 4 #2c1739 82, 91, 45, 56

Pinks and purples, with white text over dark backgrounds.

Fonts

Century Old Style
 Primary font (titles/headers)
 Case: All Caps
 Weights: REGULAR

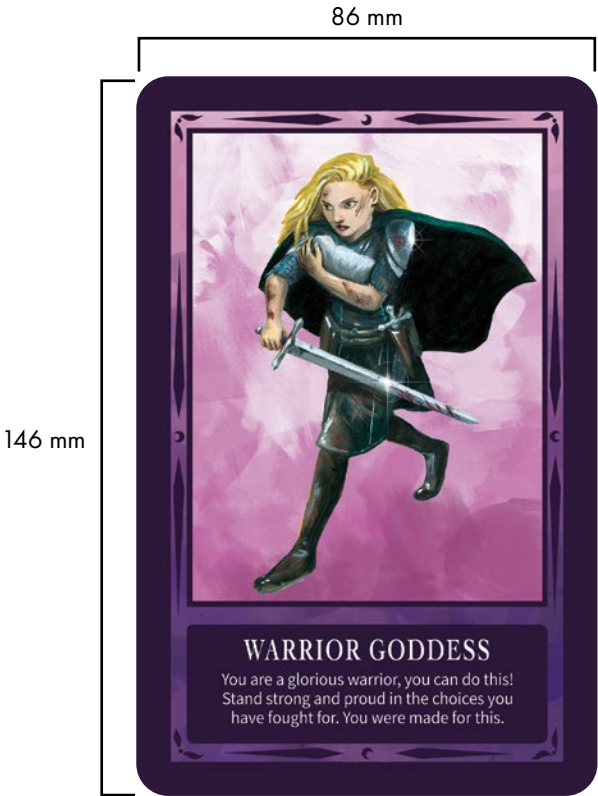
ABCDEFGHIJKLMN
 OPQRSTUVWXYZ

Source Sans Variable
 Secondary font (card captions/text)
 Case: Sentence
 Weights: Regular

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz



Initial card concept



Final card design



Back of card

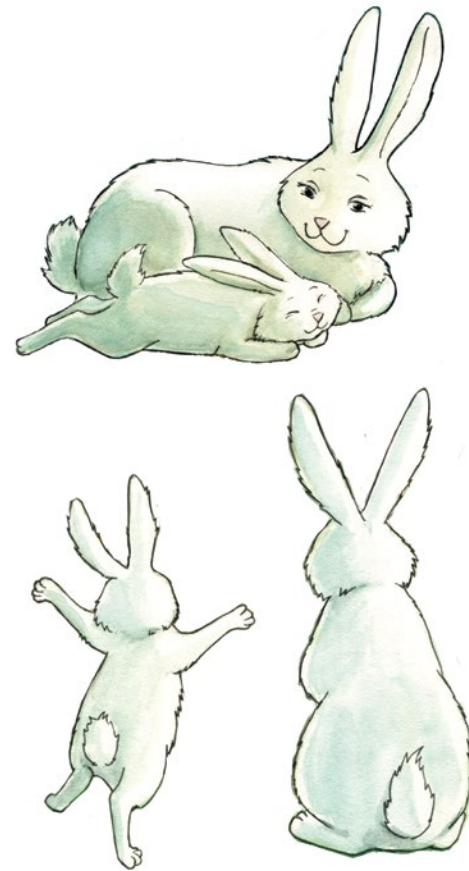


Affirmation Cards with brush font



"Why Does the Wolf Howl at the Moon?" (2022)

"Why Does the Wolf Howl at the Moon?" is a children's book written by Paul A. Lewis III published through KDP in 2022. I painted original watercolor illustrations and designed the book's layout in InDesign.



“ I HIGHLY recommend Sabrina for all of your illustration and designing needs! She illustrated and designed my first children's book (illustrations are stellar!) and her skills and professionalism in the process far exceeded my expectations. Excellent communication, feedback, flexibility, integrity, creativity, knowledge and expertise. Sabrina was a joy to collaborate with and she will be the first person I think of for future projects. Thank you. ”

- Paul A. Lewis III, author of "Why Does the Wolf Howl at the Moon?"

Font

Caroni
Weights: Regular, Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz



I looked for creative ways to integrate the text and the illustrations to enhance the story.

The client requested watercolor and ink illustrations, reminiscent of "Winnie the Pooh" and other literary classics.



"Why Does the Wolf Howl at the Moon?" hard cover layout with wrap



Full page spreads

PeerTeach - Galaxy Games (2021-Present)

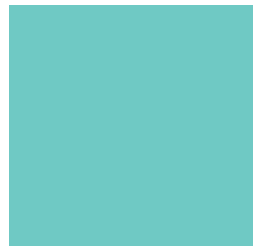
Galaxy Games is an online math game developed by PeerTeach. As Lead 2D Artist, I design all of the art, characters, props, and animations, and supported the development of game's user interface.

The goal was to create a playful space-themed design with a futuristic look. I created a font and color scheme unique to the game while still harmonious within the existing PeerTeach logo and designs.

“ Sabrina is an incredible artist and an even better person. She is a joy to collaborate with because she brings so much heart and dedication to her work. High attention to detail, very responsive to feedback, wide ranging skillset. She is the genius behind the PeerTeach learning game. Whenever I have future art needs, she will always be the first person I call. ”

- Dr. Soren Rosier, Founder and CEO of PeerTeach

Colors

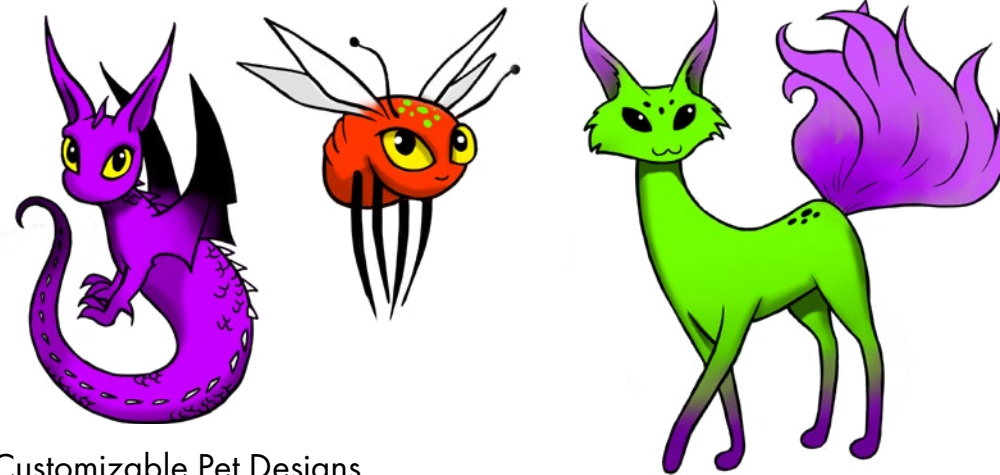


#00ffe1



#2e023f

Main theme colors bright teal and deep purple, accented with bright neons (green, yellow, pink, and orange)



Customizable Pet Designs

Fonts

GOOD TIMES

Primary font (titles/headers)

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

Weights: **BOLD**

Montserrat

Secondary font (paragraph text/subtitles)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

Weights: Regular, **BOLD**

Link to my animation reel featuring 2D animations created for PeerTeach as well as personal projects using Photoshop, TVPaint, After Effects, and Blender.

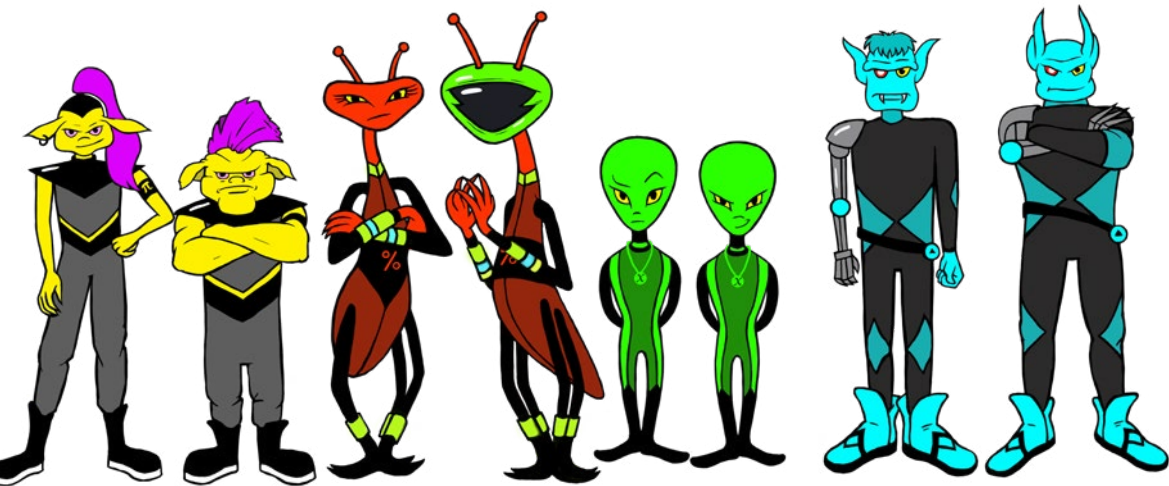


Galaxy Games Home Room Design



Galaxy Games Background Design






Character Designs



Prop and Icon designs

Impact and Efficacy



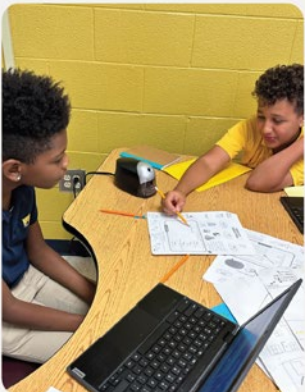
“PeerTeach could revolutionize how K-12 educators structure learning. The cost is a small fraction of typical tutoring and it offers clear additional benefits, like cultivating students to be empathetic and talented communicators.”

– Betha MacClain
Superintendent, Cloverdale USD


Average Mastery

from 1,324 sessions in spring 2023

Time	Average Mastery
Before PeerTeach	29.7%
After PeerTeach	61.0%



PeerTeach Session on Order of Operations



Interested in a free pilot?
Email partnerships@peerteach.org.
Learn more at peerteach.org.

Rounded corners, playful shapes

In addition to creating all visual assets for Galaxy Games, I support other design needs for PeerTeach, including infographic/data visualization and brand consistency.

Font deviation for quotes, to stand out from key messaging

PeerTeach Logo



Students peer tutoring at East End Prep

PeerTeach

with 5 years of research from  Stanford University

Mission

PeerTeach is a data-driven peer tutoring platform for middle school math developed through research at Stanford. Our mission is to empower every student to grow their leadership, confidence, and love of math while supporting their peers in times of need.

How it Works

1 TRAIN

peer coaches

2 ASSESS


learning gaps


3 MATCH


optimal pairs

4 FACILITATE

peer coaching

Supercharge math learning 

Improve math confidence 

Teach collaboration skills 

Orange highlight

#782877	#cb8fd2	#ebc7f3	#ed7e2c
#1fd1b6	#89ccc9	#d0e5e2	