

A top-down view of a desk with various items including a laptop, mouse, camera, and coffee. The background is a light gray, semi-transparent image of a desk with a laptop, mouse, camera, and coffee. A large, stylized, black letter 'E' is overlaid on the left side of the image. The right side of the image is a dark blue diagonal shape.

**E**

**SELECTED  
\_WORKS**

DARREN EBBING  
2022 PORTFOLIO

CREATIVE  
 THINKING  
 HARD  
 WORKING  
 ORGANIZED  
 EXPERIENCED  
 PRODUCTIVE  
 INNOVATIVE



# DARREN EBBING

PHOTOGRAPHY &  
GRAPHIC DESIGN

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☎ 916.806.8150

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Folsom, CA 95630

## ABOUT ME

My name is Darren and I am a visual designer working in California. I specialize in photography, illustration, branding & identity design, and interface design. I believe that design is a process, and that through research and exploration, the right solution will present itself.

## WORK

**CONTENT DEVELOPER**  
2020-Present

### STATE OF CALIFORNIA

*I create training eCourses to keep department staff knowledge current. I support graphics, photo, video and audio production.*

**MARKETING SPECIALIST**  
2019-2020

### US AIR FORCE ACADEMY

*I developed graphics, print, video and other marketing material to improve communication between the Academy and Public.*

**WEBMASTER**  
2009-2019

### DEPARTMENT OF VETERANS AFFAIRS

*I operated and managed all web properties for the Northern California Health Care System in Sacramento California.*

## EDUCATION

**ASSOCIATES DEGREE**  
2005-2007

### ITT TECHNICAL INSTITUTE

*I attended ITT in Rancho Cordova California to pursue a degree in digital entertainment and game design.*

## MILITARY SERVICE

**US ARMY ACTIVE DUTY**  
2000-2003

### CAVALRY SCOUT (19D)

*I enlisted into basic training at Ft. Knox KY. I was stationed at Ft. Carson for the remainder of my enlistment.*

## SKILLS

GRAPHIC DESIGN



WEB DEVELOPMENT



VIDEO/AUDIO PROD



PHOTOGRAPHY



ILLUSTRATOR



PHOTOSHOP



DREAMWEAVER



INDESIGN



WORDPRESS



SHAREPOINT



# TAKE A LOOK

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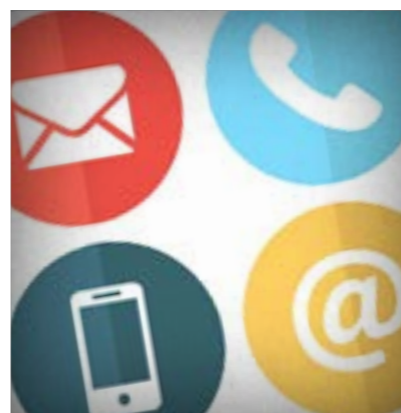
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DARREN  
EBBING

# INTERACTIVE \_DESIGN

## VA LEAF SYSTEM

### CATEGORY

Web Development

### ORGANIZATION

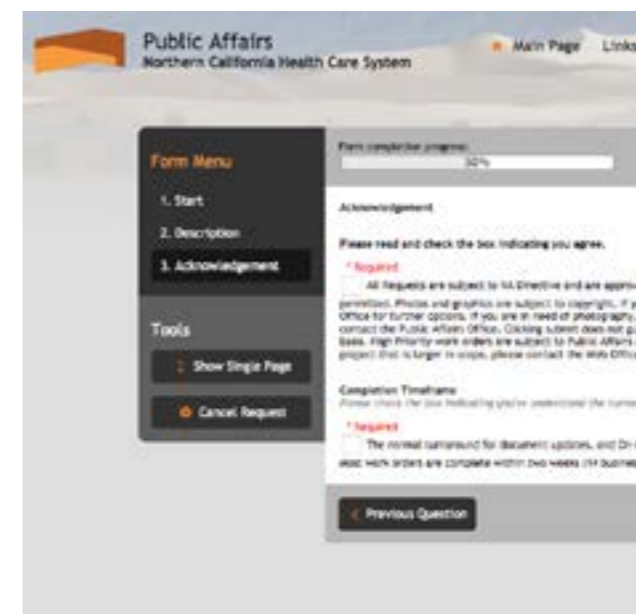
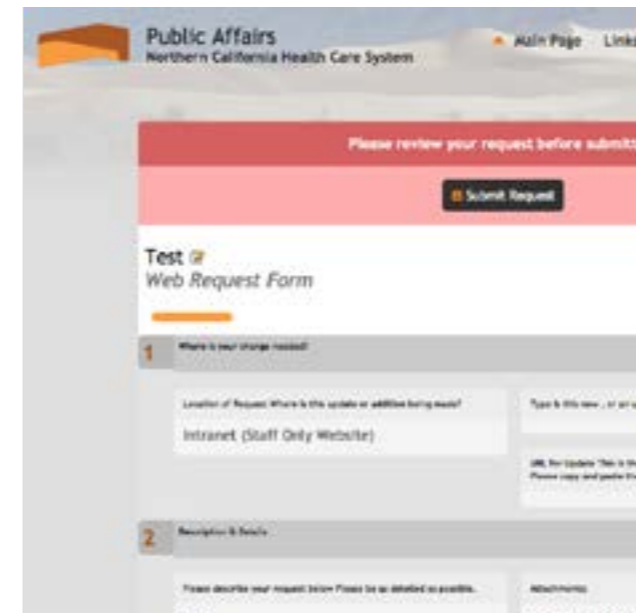
Department of Veterans Affairs

### MORE DETAILS

vhav05webrm.v05.med.va.gov/  
VISN21/vanchcs/public\_affairs\_re-  
quests/

### DESCRIPTION

VA Northern California Health Care System uses the Light Electronic Action Framework developed by Micheal Gao in Orlando to manage aspects of communications. I applied modern design to help unify the experience of the Intranet and LEAF. Embedding these work order systems within pages helps improve request reliability and easier access to help when needed.



# VA NORCAL WEB

## CATEGORY

Web Development

## ORGANIZATION

Department of Veterans Affairs

## MORE DETAILS

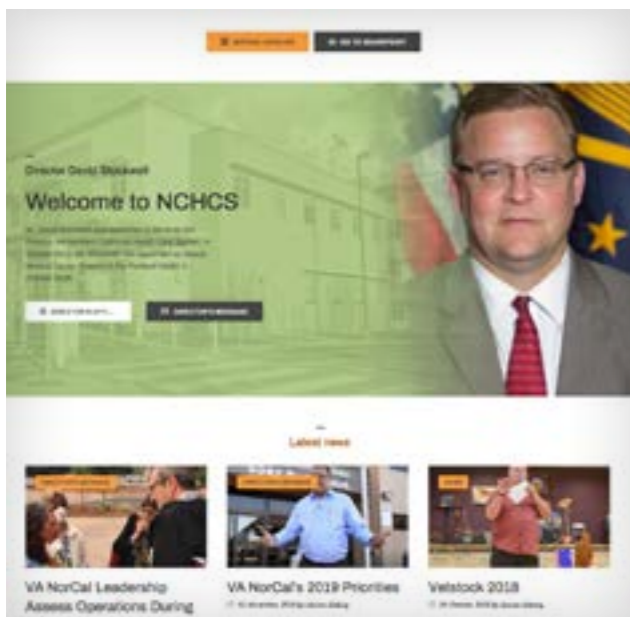
vaww.northern-california.med.va.gov

## DESCRIPTION

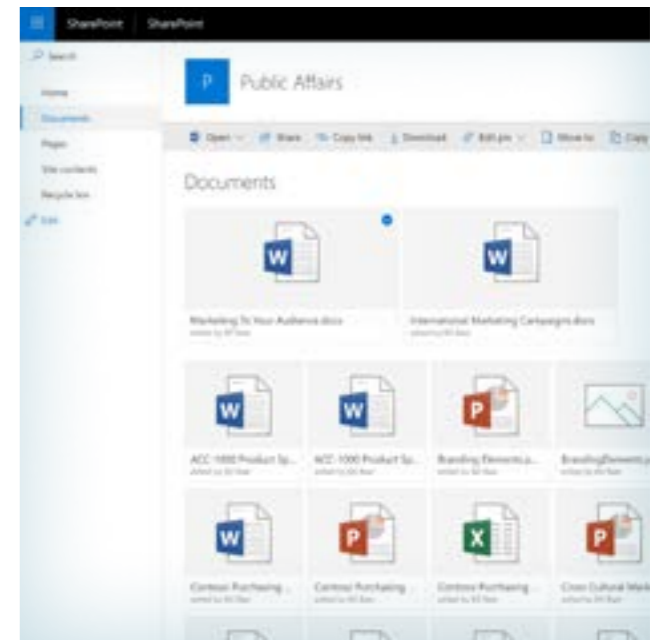
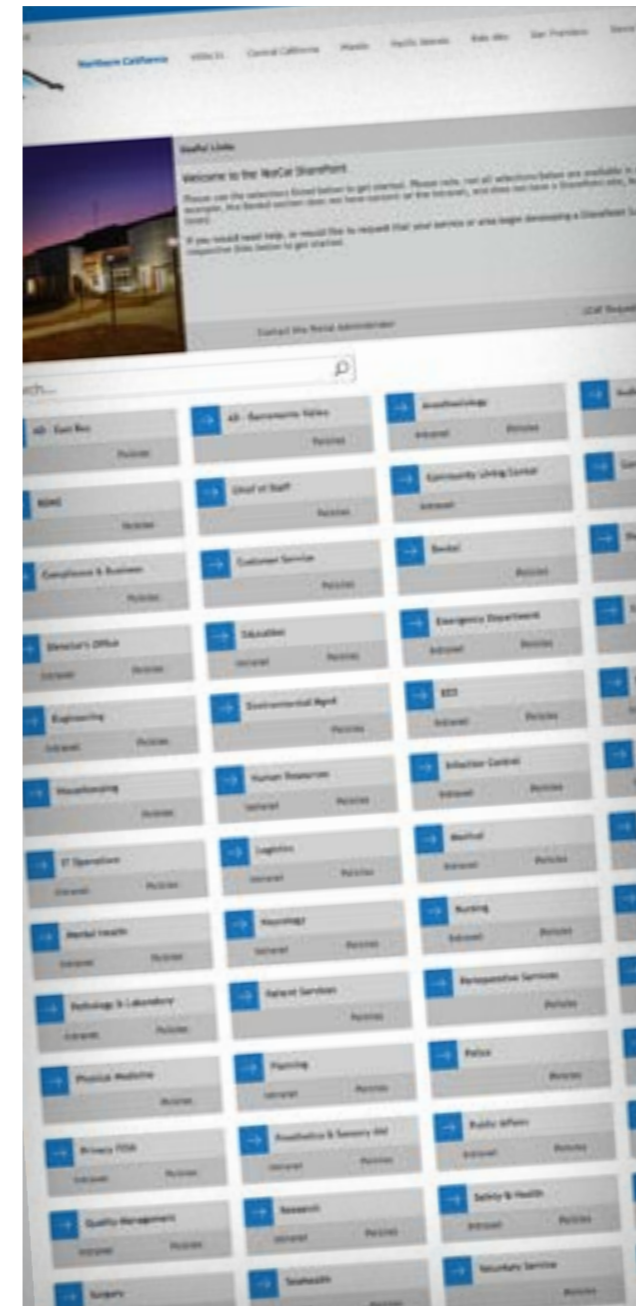
VA Northern California Health Care System uses an on-premises Windows Server based hosting solution to provide space for the organizational Intranet. The Intranet is comprised of over 2000 web pages and over 25,000 total files. I conducted a complete redesign of the site in 2010. In 2019 the Intranet was on track to be redesigned within EWIS servers and will be managed as a Wordpress theme.



INTRANET REDESIGN



VA NORCAL INTRANET



# SHAREPOINT

## CATEGORY

CMS Development

## ORGANIZATION

Department of Veterans Affairs

## MORE DETAILS

vaww.visn21.portal.va.gov/norcal

## DESCRIPTION

VA Northern California Health Care System migrated to SharePoint 2013 in May 2019. I created workflows with services and sections to enable better communication and collaboration. I created automated On-Call systems based on filtered list libraries, that allowed minimal workload impact with direct management. I relocated the NCHCS Policy Library into SharePoint allowing a faster update process for the Policy Coordinator to update policies when they are revised.



Welcome to the Public Affairs Policy Center

Back to Policy Center Home

Find A Policy

Search...

Policies

22 Service/Program | Public Affairs Office (BOPA) (2)

ID	Type	Name	Date
PS-DOPA-CL	Public Affairs Program		3/31/2019
PS-DOPA-CI	Interactions with Congressional Staff and Staffed Offices		3/26/2019

# POWER PLATFORM

## CATEGORY

Web-Based Development

## ORGANIZATION

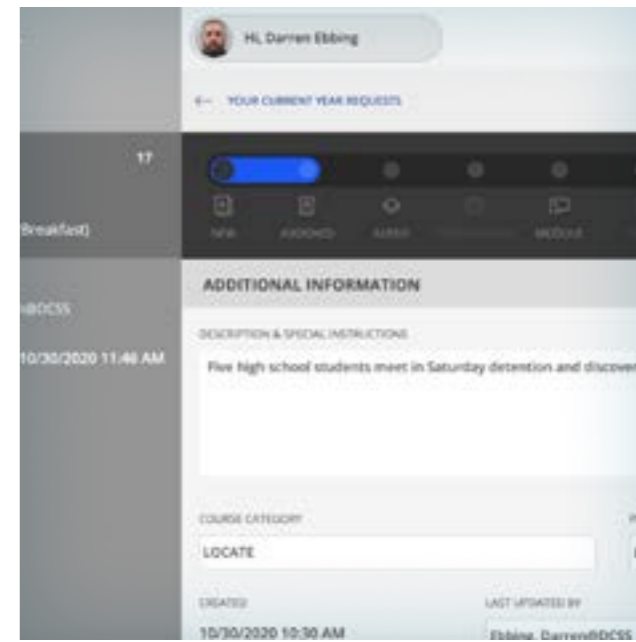
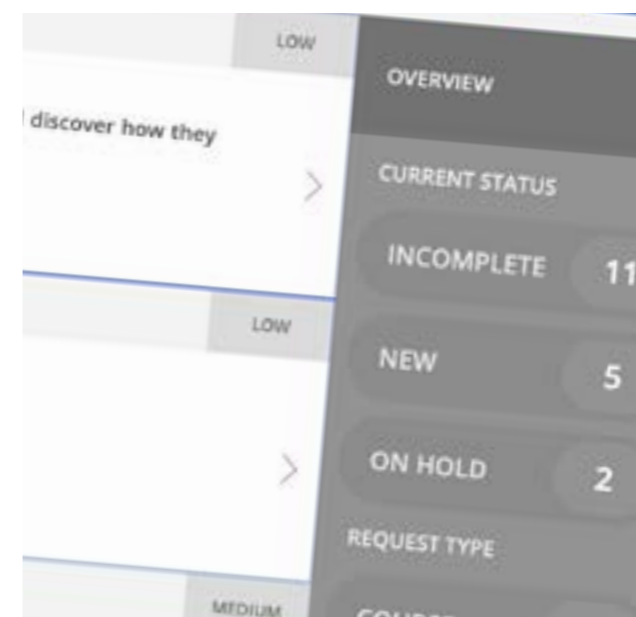
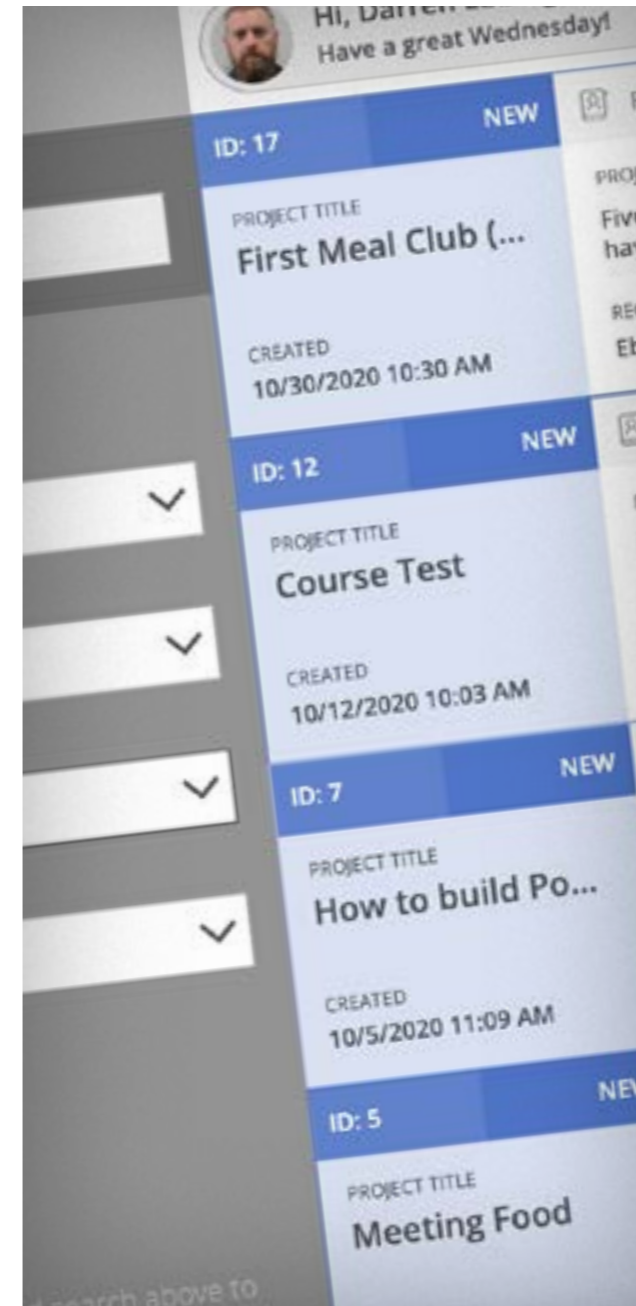
Department of Defense & State of California

## MORE DETAILS

[powerplatform.microsoft.com](https://powerplatform.microsoft.com)

## DESCRIPTION

The US Air Force Academy in Colorado uses Power Platform services that includes Teams, Azure, Power-Apps, Power Automate, Power BI and an entire suite of applications that are integrated together along with SharePoint Online to improve communications. I develop applications using all these tools to improve workload management, and provide at-a-glance insight into workload and evaluation feedback.



# POWERAPPS

## CATEGORY

Application Development

## ORGANIZATION

Department of Defense & State of California

## MORE DETAILS

[powerapps.microsoft.com](https://powerapps.microsoft.com)

## DESCRIPTION

I create Power Apps Applications that manage incoming requests, ongoing updates and customer feedback. These systems make it easier to evaluate systems practices and find areas that need improvement. Additionally I create surveys using Microsoft Forms for direct engagement with both staff and the public. These tools are integral to improving organizational effectiveness and optimize practices, all without additional costs or overhead minimizing impacts to budgets.

# PM ▶

DARREN  
EBBING

# PRINT \_MEDIA



# PRINT MEDIA

## DESCRIPTION

The fundamentals of graphic and print design are about seeing (and understanding) how the qualities of visual material—shapes, images, color theory, typography, and layout—work, and work together... and then being able to decide which qualities of each are relevant and

engaging and useful for visualizing a particular idea or solving a certain problem. The best designs aren't the ones that try to fit every design element on the block into a single composition. They utilize open space to bring attention to the elements that actually matter.v



# LARGE FORMAT DESIGN

## CATEGORY

Print Design

## ORGANIZATION

Department of Defense - Pentagon

## DESCRIPTION

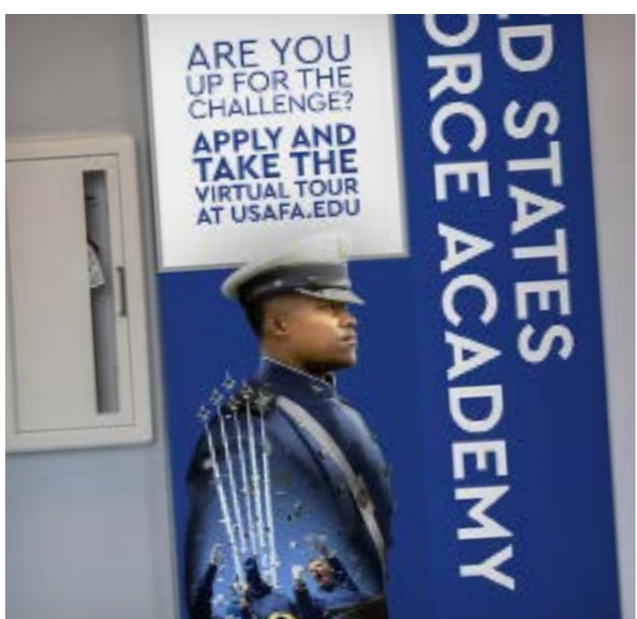
The US Air Force Academy acquired space within the Pentagon along the tour route previously occupied by the Thunderbirds Aerial Team. I was tasked with designing a mural to replace the previous design. I produced the photography and design for this piece. The review opted to move the compelling piece to a more prominent placement along the tour route. Additionally, this design was the basis for USAFA marketing in the Colorado Springs Airport.



PHOTOGRAPHY



USAFA MURAL  
PENTAGON





# MARIJUANA

## DECONSTRUCTING THE MYTHS

**Myth:** Marijuana is safe to use because it is a plant and is "natural"

**Fact:** Today's marijuana is more than three times as strong as it was in the 1970's and can lead to hallucinations, paranoia, and worsen symptoms of mental illnesses like schizophrenia and depression.

**Myth:** Driving high is safer than driving drunk.

**Fact:** After the legalization of medical marijuana in Colorado, the number of traffic fatalities with drivers testing positive for marijuana doubled in five years.

**Myth:** Marijuana is not addictive.

**Fact:** Regular users of marijuana can become physically and mentally hooked and when they try to quit can experience physical pain and mood swings.

Youth marijuana use is on the rise and the Arden-Arcade area is no exception. It is very important to discuss the downside to youth marijuana use. For a list of cool alternative activities and to read more about the effects of "weed",

For diversion/alternative recreation options please visit [www.95610.org](http://www.95610.org)

EDUCATE BEFORE YOU RECREATE

# GRAND OPENING

Please join us to Celebrate the Grand Opening of the Mental Health Building at Martinez Outpatient Clinic

Ribbon-Cutting Ceremony · Tours · Program Highlights · Refreshments

Martinez Outpatient  
June 13, 2018  
Ceremony from 1 - 2 p.m.  
Tours 2-3p.m.  
150 Muir Road  
Martinez, CA 94553

# AF UNITED STATES AIR FORCE ACADEMY

## FREE DRONE LIGHT SHOW

WEDNESDAY

October 30, 2019  
8:30 - 9 p.m.  
Plan to arrive early

FRIDAY

November 1, 2019  
8 - 8:30 p.m.  
Plan to arrive early

Cadets and those with access to the Terrazzo may stand along the Air Gardens to watch the show.

Base Residents and Visitors must park and stand in front of the Cadet Field House to watch the show.

All traffic should enter through the North Gate of the Air Force Academy, exit 156 off I-25. Travel west on North Gate Blvd to Parade Loop. Make a left at Parade Drive. Proceed to the east parking lot of the Cadet Field House.

For more information about the show, visit [www.usafa.edu/visitors](http://www.usafa.edu/visitors)

# VA & BERKELEY VETERANS TOWN HALL

All Veterans Welcome

UC Berkeley Alumni House  
Sunday, June 3, 2018

11:00 AM - 12:30 PM  
Alumni Luncheon, Check and Water to be served

Town Hall and Q&A: 11:30 - 1 p.m.

Workshops to Follow Event:  
Benefits, Education & Veteran Service Officer Veterans

UC Berkeley Alumni House  
1 Alumni House Berkeley, CA 94720

For questions please email:  
[Richard.Becker@berkeley.edu](mailto:Richard.Becker@berkeley.edu)

Panel:

- US Northern California Health Care System
- San Francisco VA Health Care System
- Veterans Benefits Office
- Veterans Cemetery Office
- Veterans Service Officers
- Cal Veterans Services Center

CalVeteran SERVICES CENTER  
Berkeley

# ALEXA, WHAT'S THE NEWS?

Now you can get briefed daily by Alexa on the latest Academy news and events. To enable, open the Amazon Alexa app on your smartphone, click Skills and search "Air Force Academy."

## FALL

During the 2019 Falcon Football season, the Academy will highlight specific areas of our distinctive approach to education and training future leaders.

**LONG BLUE LINE** | AUG 16 - SEP 16

We deliver the future leaders of modern warfare.

**INNOVATION** | OCT 9 - OCT 26

We drive innovation to build a more vital Air Force.

**ARMAMSHIP** | OCT 23 - NOV 9

We provide cadets a premier path to the world's best careers in aviation.

**CYBER** | SEP 28

We provide world class cyber education and training.

**TEAMWORK & RESPECT** | SEP 30 - OCT 10

We integrate efforts across USAFA to develop leaders.

**SPACE** | NOV 7 - NOV 30

We prepare cadets to be leaders in the critical and evolving space domain.

**LONG BLUE LINE**  
The Long Blue Line is a formation of proud alumni forged through excellence at one of the world's greatest military academies. Since 1962, the Academy has commissioned 31,691 lieutenants, of whom 1,345 were All-American athletes and 40 were Rhodes Scholars. 757 went on to attain the rank of General Officer, and 42 became astronauts. Currently, Col Nick Hague, Class of '98, is conducting experiments at the International Space Station and is expected to return in October 2018.

**USAFA Virtual Tour**  
Download the USAFA Virtual Tour app on your smartphone and visit through the Cadet Chapel, eat lunch at Mitchell Hall and visit a cadet's room at Span Hall.

# INPATIENT BEHAVIORAL HEALTH OPEN HOUSE

THURSDAY  
APRIL  
9

PLEASE JOIN US

For an Open House of our new Behavioral Health Inpatient Care Unit and learn how our VA inspires hope and recovery in the lives of Veterans everyday.

THANK YOU

11am - 3pm  
BUILDING 206 | RSVP AMANDA.WINAG@VA.GOV

# AF UNITED STATES AIR FORCE ACADEMY

## BRAND GUIDELINES

DS ▶

DARREN  
EBBING



# DIGITAL \_SIGNAGE

## DIGITAL SIGNAGE

### CATEGORY

Marketing

### ORGANIZATION

Department of Defense

### MORE DETAILS

arreja.com

### DESCRIPTION

The Strategic Planning Office and Deans Office at the US Air Force Academy simultaneously needed to develop a signage standard for the Edu environment, Public environment and eventually a Base-wide environment. I developed the signage UI and all supporting graphics for this system and lead the coordinated effort with the Deans Office to manage initially 45 signs, with the intent of expanding to over 165 servicing all base-wide areas.



# PROJECT MANAGEMENT

## CATEGORY

Production

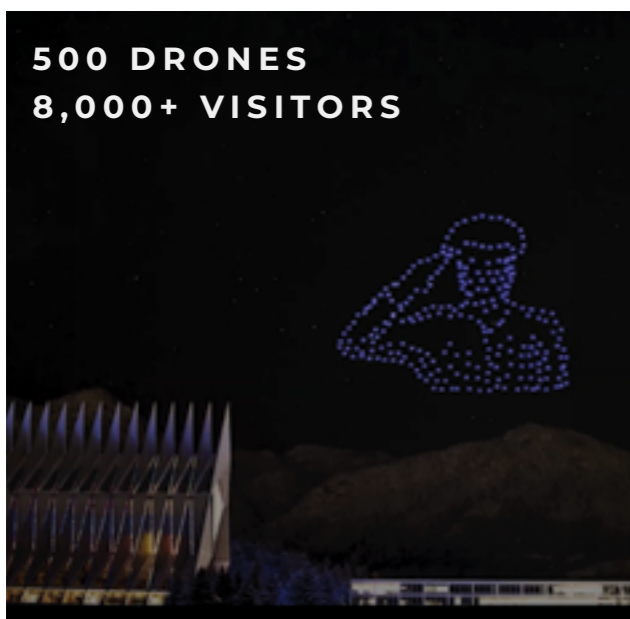
## ORGANIZATION

Department of Defense

## DESCRIPTION

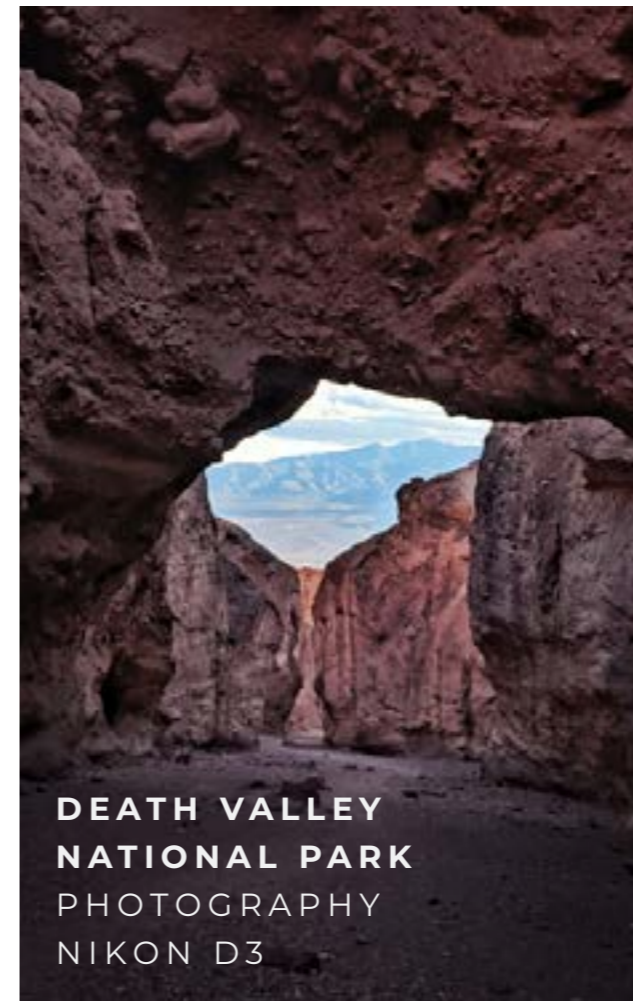
The US Air Force Academy in Colorado holds an annual conference titled Corona that includes all leadership staff in the Air Force. For the 2019 Corona conference, I lead a project to demonstrate a new STEM initiative that showcased aerial

technology using 500 drones. We partnered with Intel to produce the show. I led the production to include all visuals, a coordinated soundtrack with licensing for all third party media. The show attracted over 8,000 visitors during the two-day performances, and has over 75,000 views on [YouTube](#).



**INTEL-POWERED  
DRONE SHOW**

**500 DRONES  
8,000+ VISITORS**



**DEATH VALLEY  
NATIONAL PARK  
PHOTOGRAPHY  
NIKON D3**



**MAROON BELLS  
AERIAL PHOTOGRAPHY  
DJI MAVIC PRO**

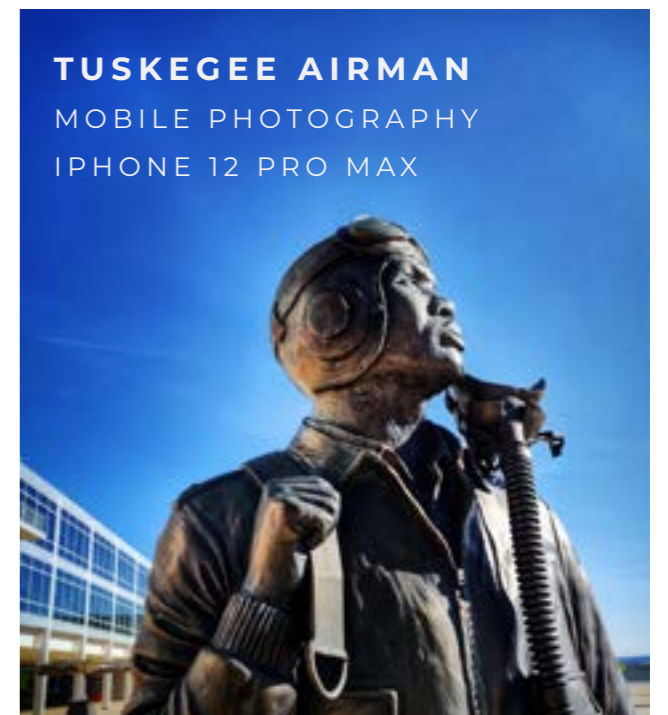


**CATHEDRAL PEAKS  
PHOTOGRAPHY  
NIKON D1**

# PHOTOGRAPHY

## DESCRIPTION

I capture using a variety of methods considering the situation. I typically use a Nikon D1 for professional set photography. I use a DJI Mavic Pro for both photo and video capture, and I am registered with the FAA as a drone pilot. When professional equipment is not available I rely on my iPhone 12 Pro Max, and use advanced post-production for photo enhancement. I use Adobe Lightroom for photo management and typical enhancement, and Photoshop for advanced composition and manipulation.



**TUSKEGEE AIRMAN  
MOBILE PHOTOGRAPHY  
IPHONE 12 PRO MAX**

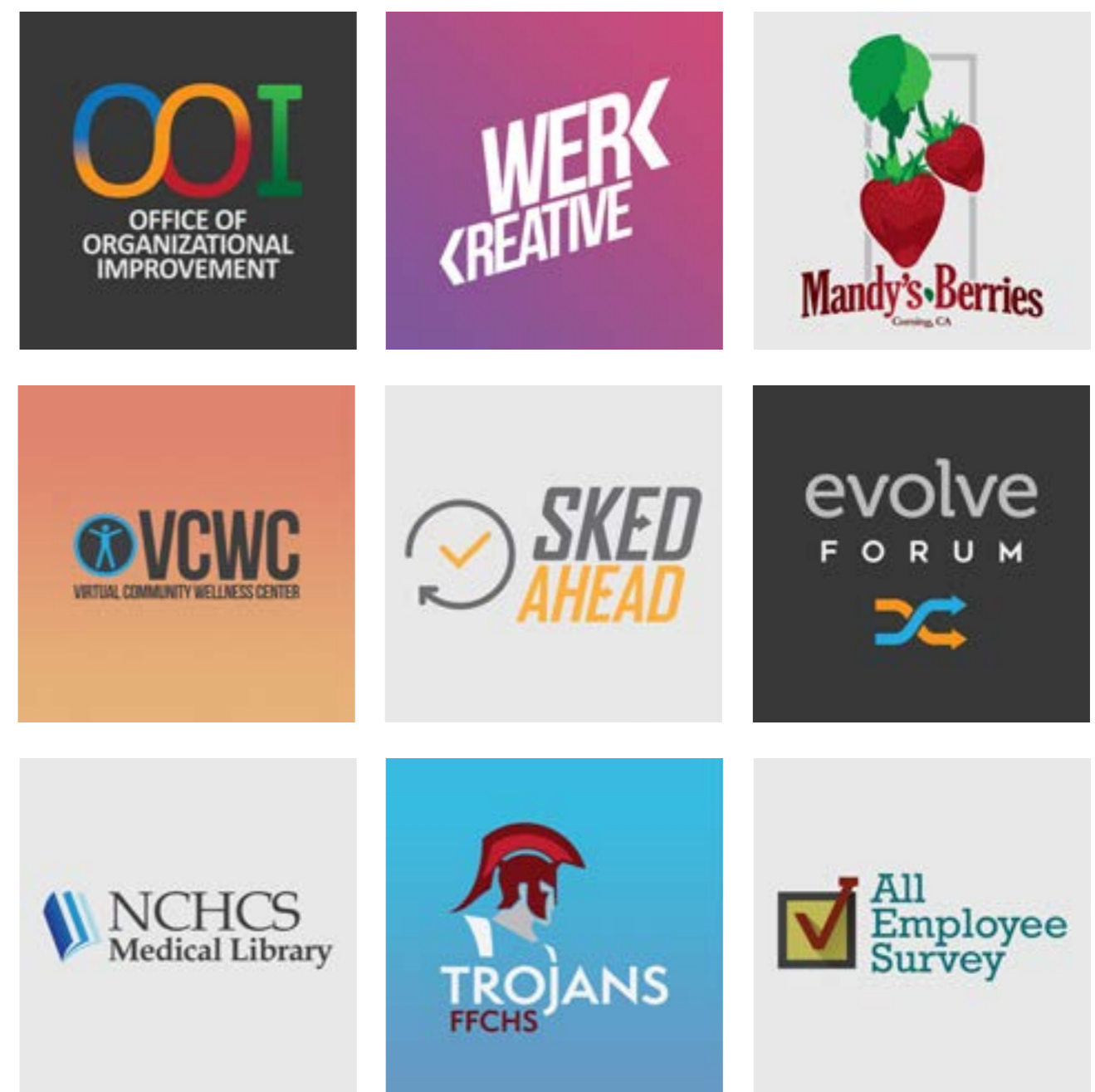
# IDENTITY/BRANDING

## SHIFTING TRENDS

Any time we look at trends, we tend to see that there is a pendulum that is swinging. For instance, it's not uncommon to see an evolution from a flat logo to something dimensional or vice versa. But over the last three years in particular, from a typography standpoint, we've seen a transition toward very austere sans serif logos. Google flipped from a serif font to a sans serif, and other major brands

like Verizon, Calvin Klein, and Century 21 did the same. This year's logo trends were influenced by a pendulum shift that's starting to swing from clean, modern aesthetics toward curvy, retro designs that reflect a new attitude through color and embellishments.

Here are some examples of branding and identity I've designed.

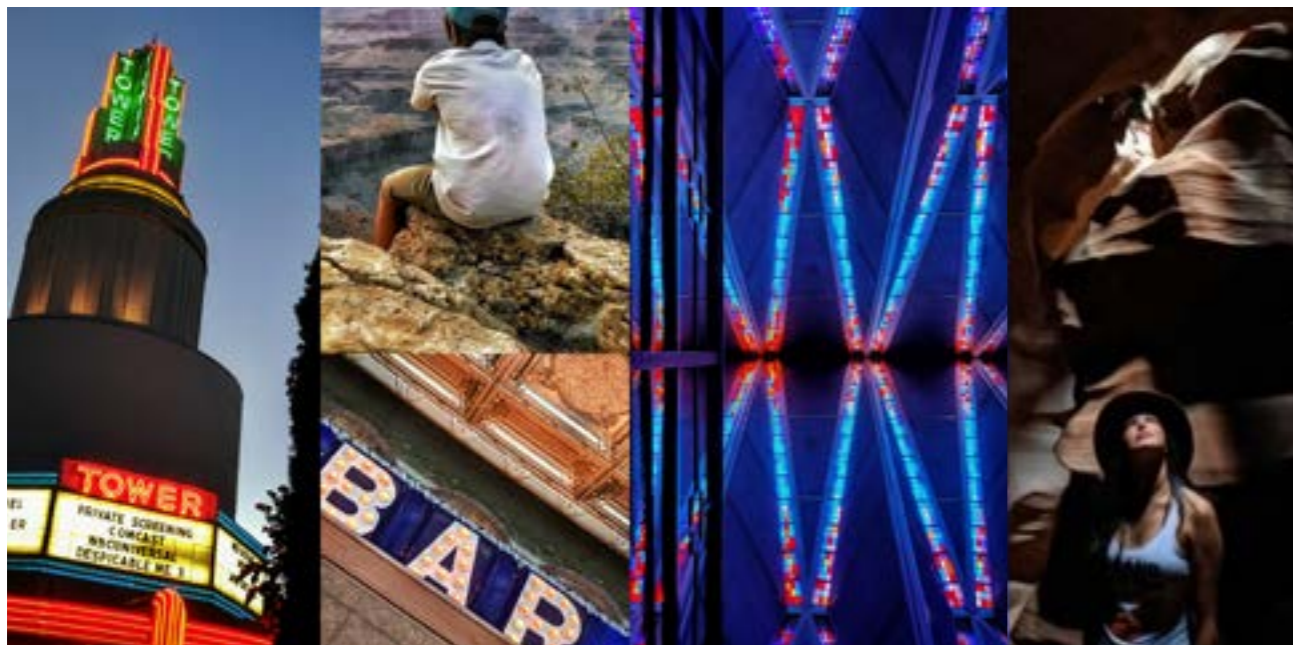


# ADDITIONAL WORK



## PHOTOGRAPHY - NATURE

To become familiar with a place, a photographer must do more than just spend quality time there. Participating in some outdoor activity, such as hiking to a high point, exploring the forests, or paddling a river, will teach so much about the place.



## PHOTOGRAPHY - STRUCTURE/PEOPLE

Whether it's a simple one-story residential building or a state-of-the-art corporate headquarters, each one is a work of art; an architect's masterpiece. Many people, however, often take this for granted. There is an honor in finding the aesthetic in both people, and structure.



## GENERIC PREROLL

I created this video to play before a feature presentation that is shown to visitors at the US Air Force Academy Visitor's Center. This video was created to take advantage of the time between the feature presentations to engage the visiting public and highlight different aspects of US Air Force Academy Cadets and life on the Academy as a whole.

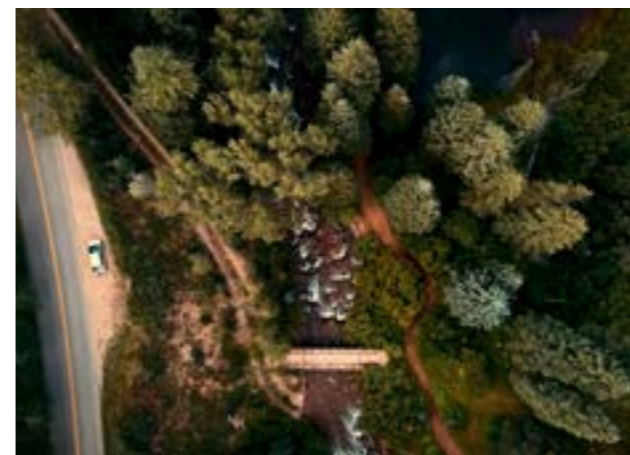
[youtu.be/17q07AFyvRc](https://youtu.be/17q07AFyvRc)



## PLANETARIUM PROMO

I created this video vignette as a method to market and promote the US Air Force Academy's newly renovated Planetarium. The Planetarium shows 180 degree dome-style IMAX movies to the public free of charge. Showing this vignette along with other presentations creates awareness and value for the 4 million dollar investment by the Endowment.

[youtu.be/diuzyDR6Oek](https://youtu.be/diuzyDR6Oek)



## MAROON BELLS - ASPEN

I created this aerial video with the DJI Mavic Pro Drone, In Maroon Bells, Snowmass Wilderness. This was a learning experience in how to pilot a drone for photography and videography. I did the editing for this video in Adobe Premiere, using Photoshop for additional graphics.

[youtu.be/n7nH02HWyVk](https://youtu.be/n7nH02HWyVk)



## RED ROCKS - C/S

I also filmed this aerial video with the DJI Mavic Pro Drone. I used filters to affect color and saturation. This was also a learning experience in low-light videography.

[youtu.be/XmO8etsY3kI](https://youtu.be/XmO8etsY3kI)

TRAINING  
YOU

ED

**CONTACT ME**

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