



# felicity andrews

graphic designer

With experience in agency and in-house environments, I aim to create joyful experiences in print, digital design, and brand storytelling across retail and out-of-home settings. I have a proven ability to deliver high-impact visuals through adaptive design and branding in collaborative, fast-paced environments.

## info

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## skills

**Design:** Graphic Design, Branding & Identity, Typography, Logo Design, Layout & Form, Color Theory, Photography, Photo Retouching, Motion Graphics, Video Editing, Layout

**Mediums:** Packaging, Social, Digital, Brand & Style Guides, Point of Sale, Out of Home/OOH, Editorial, Advertising

**Software:** Adobe Creative Suite (Illustrator, InDesign, Lightroom, Photoshop, After Effects, Premiere Pro) Figma, Airtable, Microsoft Suite, Google Suite, Keynote

## education

2024

**Bachelor of Fine Arts,  
Graphic Design**

University of the Pacific

Honors: Summa Cum Laude, Phi Kappa Phi, Outstanding Senior

## experience

### Design Intern

June 2024 – November 2024

GALLO Winery • Modesto, California

Operate in an in-house creative agency, working across 12+ brands such as New Amsterdam, Dark Horse, and Lolli; providing support for additional tasks as needed.

Coordinate with account managers to design 30+ adaptive design assets for multiple brands, including Barefoot X NFL, William Hill X PGA, and Orin Swift materials; maintaining consistency and quality under tight deadlines.

Design 20+ activation assets for Point of Sale, Out of Home, and web, including the Apothic rebrand equity materials; ensuring in-store engagement with customers.

Curate and design 60+ social media posts across 6 brands such as Fleur de Mer, Starborough, Mark West, and Offscript, driving online engagement and brand awareness with motion graphics, reels, and static posts.

### Graphic Designer

July 2023 – May 2024

Associated Students of UOP • Stockton, California

Collaborated with a team of 9 designers, photographers, and videographers, to create materials throughout the academic year; ensuring to follow ASUOP's branding guidelines.

Key designer for the 50+ page ASUOP Design & Photography portfolio book, showcasing and documenting the year's work and achievements.

Designed for high profile events such as Oasis and Tigerlands, increasing online engagement by 15% than previous years.

Worked with 8+ clients to design logos, social media graphics, and print materials, completing high quality work in short timelines.

### Graphic Design Intern

May 2023 – April 2024

BGG Creative & BGG West • Stockton, California

Designed distinctive logos for Elevated Perceptions, Provencio Group, and Atlas Storage, establishing unique brand identities that increased client visibility.

Created 2 impactful magazine ads for APA Living Today, contributing to engagement and strengthening the brand's presence within key markets.

Designed visually compelling posters and holiday cards for JJB Family Farms, enhancing brand visibility during seasonal campaigns.

### Graphic Designer

February 2024– April 2024

TEDx UoPacific • Stockton, California

Volunteer Graphic Designer for UoPacific's Inaugural TEDx Event

Designed and developed 3 materials, including posters and social media driving online engagement and ensuring alignment with TED branding and the team's chosen theme.

Collaborated with a team of 7, managing rapid turnaround times.

Participated in weekly meetings to review progress, provide and receive design critiques, and stay updated on team developments.

### Design Intern

April 2023 – January 2024

Blackwing • Stockton, California (Remote)

Worked closely with the design team to create 10+ unique projects, including designs for notebooks and planners.

Edited 8+ photos to comply with online store requirements such as Amazon and Target.

Key photographer for the launch of Volume 2, capturing and editing high-quality visuals for Instagram, their online store, and other platforms.