

# Felicity Andrews

Graphic Designer • Creating Joy

## INFO

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## ABOUT ME

Hello! I'm a designer with 3+ years of experience in global marketing campaigns and branding; creating thoughtful work across print, digital, and out-of-home spaces. I bring a dedicated work ethic, a love for clean design, and a collaborative spirit to every project. Skilled in the Adobe Creative Suite and always eager to learn, I'm drawn to work that connects, inspires, and brings joy to others.

## SKILLS

**Creative:** Ideation, Logo Design, Brand Identity, Layout, Typography, Photography, Photo Retouching, UI & UX Design, Visual Storytelling

**Mediums:** Advertising, Print, Social Media, Digital, Print Production, Event Materials, Signage, Out of Home, Environmental, Packaging, Design Systems

**Software:** Adobe Creative Suite (Illustrator, InDesign, Lightroom, Photoshop, After Effects, Premiere Pro Acrobat), Figma, PowerPoint

## EDUCATION

**Bachelor of Fine Arts (BFA), Graphic Design**

University of the Pacific • Stockton, CA  
Summa Cum Laude

## EXPERIENCE

### Associate Creative Designer

The Walt Disney Company • January 2026 – Present

- Lead designer on the overhaul and migration of the Disney Careers site from Workday to Phenom across domestic and international instances.
- Partner cross functionally to strategically recommend, design, and optimize careers site elements, improving usability, consistency, and employer brand alignment with project goals.
- Support enterprise-wide marketing campaigns across multiple Disney business units while managing deadlines in a fast-paced environment.

### Creative Design Intern

The Walt Disney Company • January 2025 – January 2026

- Lead designer for a full campaign refresh for Disney Culinary, developing a design system and ensuring stakeholder alignment.
- Supported Disney Programs, Internships, Hong Kong Disneyland, and more by creating design solutions across digital, print, and experiential.

### Design Intern

E. & J. Gallo Winery • June 2024 – November 2024

- Executed 45+ design projects for 12+ brands including Barefoot, Orin Swift, and La Marca in a high-volume in-house agency environment.
- Developed campaign assets spanning digital, print, POS, OOH, and web, ensuring alignment with brand guidelines and marketing objectives.
- Collaborated with creative directors and project managers to support national campaigns such as Barefoot x NFL and William Hill x PGA.
- Curated and designed social media and motion assets for Instagram for Fleur de Mer, Starborough, Mark West, and more.

### Graphic Designer

Associated Students UO Pacific • July 2023 – May 2024

- Designed collateral like posters and social media for 20+ campus initiatives, ensuring consistent brand identity.
- Increased engagement by 30% on Instagram through social posts and event campaigns.
- Led the design and production for the 50+ page ASUOP Design & Photography Portfolio Book.

### Graphic Design Intern

BGG Creative & BGG West • May 2023 – April 2024

- Designed logos and branding for local clients across industries.
- Produced print and digital ads, posters, and seasonal collateral that enhanced brand visibility.