

Felicity Andrews Creative Designer

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EXPERIENCE

Associate Designer

The Walt Disney Company • Remote • January 2026 – Present

- Lead designer for the migration of the Disney Careers site to Phenom, designing ~100 pages across US, EMEA, APAC, and LATAM regions.
- Create Figma mockups and scalable systems ensuring consistency across the entire site experience and streamline CMS implementation.
- Partner cross functionally to strategically recommend, and optimize careers site elements, improving usability and employer brand alignment with the 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 • Remote • January 2025 – January 2026

- Lead designer for a full marketing campaign refresh for Disney Culinary, improved brand consistency and ensured stakeholder alignment.
- Designed cross-channel assets (digital, print, experiential) for Disney Programs, Internships, Hong Kong Disneyland and more.
- Collaborated with designers, project managers, communications, and stakeholders to deliver visually compelling, on-brand creative solutions.

Design Intern

E. & J. Gallo Winery • Modesto, CA • June 2024 – November 2024

- Executed 45+ projects across 12+ brands, producing retail marketing materials, web banners, and wine labels in a high-volume environment.
- Developed campaign assets for Barefoot X NFL and William Hill X PGA, ensuring alignment with brand guidelines and marketing objectives.
- Contributed to brand innovation initiatives, helping evolve visual identities and expand product storytelling.
- Curated and designed posts, stories, and motion assets for various social platforms for Fleur de Mer, Starborough, Mark West, and more.

Graphic Designer

Associated Students UOP • Stockton, CA • July 2023 – May 2024

- Designed branded campaigns for major campus events (Oasis, Be Our Valentine), increasing engagement through cohesive visual storytelling.
- Created large-scale environmental graphics for campus-wide initiatives (e.g., Women's History Month, Pride Month).
- Led design and production of a 50+ page Design & Photography Portfolio Book from concept through final print.
- Designed and illustrated posters that received standout engagement; two selected for permanent display in the campus dining hall.

SKILLS

Design & Creative: Visual Design, Layout & Composition, Typography, Campaign Development, Concepting & Ideation, Art Direction, UI/UX Design, Photo Retouching

Print & Experiential: Print Design & Production, Packaging, Out-of-Home (OOH), Environmental & Experiential Design, Event & Promotional Materials

Tools & Technology: Adobe Creative Suite (Illustrator, InDesign, Lightroom, Photoshop, After Effects, Premiere Pro, Acrobat), Figma, PowerPoint, Marketo, Phenom,

RECOGNITION

Outstanding Graphic Design Senior

University of the Pacific • 2024

Dean's List

University of the Pacific • 2022 – 2024

Phi Kappa Phi

University of the Pacific • 2024

Brand Identity Finalist

AIGA Flux • 2023

Graphic Design Student Winner

Creative Quarterly 73 • 2023

Graphic Design Student Winner

Creative Quarterly 72 • 2023

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design

University of the Pacific • Stockton, CA
Summa Cum Laude

