

Alyana Feliciano

VISUAL DESIGNER
ALYANAFELICIANO.COM

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WORK

Communications & Design Coordinator

@ Swords to Plowshares
October 2018 – Present

Led modernization efforts of internal & external branding, event & marketing collateral, and other communication materials as sole designer in agency of 200+

Conceptualized creative social media campaigns & key player in corporate sponsorship social media coverage

Design & communications lead for agency-wide Diversity, Equity, & Inclusion initiative

Key projects:

Bart, Muni, & San Francisco Business Times advertisements

Major fundraising gala & concert marketing & point of contact for sponsor design & social media strategy

Designed & photographed content for quarterly newsletters, annual reports, & publications with an audience over 8,000+

Visual & Graphic Designer

@ Freelance Opportunities
May 2016 – Present

Provided design & branding services such as annual reports, presentations, and toolkits for multiple Bay Area-based non-profit organizations & businesses

Key projects:

Branding & collateral for 'Stay Hacking', a hackathon hosted by Netflix & UCLA Dream Center

Creative Designer

@ Scale Magazine, SFSU Graduate Journal of Design
Spring 2018

Worked with a team of graduate students to produce department magazine from design conceptualization to copywriting

Key role:

Layout & publication design

Photo editing

Research Intern

@ Nathan Shapira Design Archive
Fall 2017

Preserved work of designer & UCLA Professor, Nathan Shapira, by digitizing his archive online for design students and visiting scholars

Key role:

Website design using XPRS

Social media campaigns, event planning, and tour of archive

EDUCATION

San Francisco State University
B.S Visual Communication Design
2013 – 2018

LANGUAGES

Fluent in English & Tagalog
Proficient in HTML/CSS and Javascript

TECHNICAL

Adobe CC, Sketch, Invision, Figma, Google Drive, Microsoft Office, Keynote, Webflow, Notion, Airtable

SKILLS

Design thinking, storytelling, UX/UI, prototyping, research, print & layout design, design systems, copywriting & editing, marketing, social media, & brand strategy

AWARDS & PUBLICATIONS

Hearth Homes Inclusive Design
2018 - Award & Scholarship

Design For All Institute of India
Design For All - June 2018 Vol -13
No. 6 150th Issue

PROFESSIONAL MEMBERSHIPS

Member of Epsilon Pi Tau (EPT), the leading international honor society for technology.