

ALYANA FELICIANO

VISUAL DESIGNER / ALYANAFELICIANO.COM / APF.DSGN@GMAIL.COM / (415) 949-9216

EXPERIENCE **VISUAL DESIGNER / SWORDS TO PLOWSHARES**

FEB 2020 - PRESENT

Spearheaded overall company rebrand, including visual communications overhaul and website redesign using No-Code web development tools. Full ownership of website front and back-end. Responsible for all visual & creative strategies, research, and execution of design for special projects, events, and multi-million dollar fundraising campaigns.

COMMS. & DESIGN COORDINATOR / SWORDS TO PLOWSHARES

OCT 2018 - FEB 2020

Modernized agency's visual branding and enhanced event and marketing collateral. Responsible for vendor communications for all printed materials.

FREELANCE VISUAL DESIGNER & CONSULTANT

FEB 2016 - PRESENT

Provided consultations and full service design services for clients including website development, annual reports, presentations, and white papers for multiple Bay Area-based non-profit organizations & businesses. **Clients include** Japanese Community Youth Council, ScholarMatch, Netflix/UCLA Dream Center, and more.

EDUCATION **SAN FRANCISCO STATE UNIVERSITY**

B.S Visual Communication Design 2013-2018

SKILLS **DESIGN**

Brand identity & strategy, No Code web development, design systems, UX/UI, prototyping, print production & digital layout design

TECHNICAL

Adobe Creative Suite, Webflow and other No-code development platforms, Notion, Sketch, Figma, CSS/HTML, Javascript, Photography

STRATEGY

Design thinking, ethical storytelling, usability & inclusive design, research & development, copywriting & editing, cross platform social media communications

KUDOS **HEARTH HOMES INCLUSIVE DESIGN**

Award / 2018

EPSILON PI TAU (EPT)

Professional Membership

DESIGN FOR ALL INSTITUTE OF INDIA

Publication / 2018