

RÉSUMÉ

Priscilla Peña

Visual Designer

EDUCATION

Academy of Art

University / Graphic Design

San Francisco, CA (2006 – 2010)

Oak Grove High School

San José, CA (2002 – 2006)

EXPERIENCE

Feastly / Lead Designer

San Francisco, CA (Sept 2014 – Current)

With an emphasis on branding, independently managing the process of a complete rebrand, as well as functioning as UX designer / UI designer, and designing print/web materials for the marketing team. Responsible for creating and maintaining a consistent brand voice across all media, including design of experiences at Feastly events.

Freelance

Current

Identity/brand development, print design, web design.

Markatos Moore (MM) / Designer

San Francisco, CA (Mar 2012 – Aug 2013)

Worked as part of a team of three designers on projects in the realms of print, packaging, branding, typography direction, and interaction design for a variety of clients ranging from bespoke local bakeries and quirky vineyards/shops to tech startups and established corporate institutions such as Amazon, Facebook, and RenRen.

Chen Design Associates / Freelance

San Francisco, CA (2011 – Current)

Identity/brand development, print design.

Rabbit Factor / Freelance

San Francisco, CA (2011 – 2012)

Design for several print, environmental, and packaging projects.

California Academy of Sciences / Jr. Designer

San Francisco, CA (Jan 2009 – Mar 2012)

Redirected focus to design development and evolution of the brand while retaining and increasing brand recognition for the fledgling New Academy. Included management and execution of projects (print, exhibitry, advertising, packaging, product development, some web/interactive), interdepartmental brand education, copywriting, and photography.

California Academy of Sciences / Design Intern

San Francisco, CA (2009)

Executed a variety of print, wayfinding, and advertising projects for the newly reopened California Academy of Sciences. Contributed to the development and application of the new Academy brand within the museum and beyond.

Habitat for Humanity / Design Intern

San Francisco, CA (2007)

Conceptualized and designed several marketing and donor pieces, information graphics, and graphic boards for completed home unveilings.

ADDT'L

Events volunteer for AIGA

San Francisco, CA (2007 – 2012)

AIGA Design Week Committee

San Francisco, CA (2011 – 2012)