

Annabelle Greely | (408) 514 - 7616 | annabelle.greely17@gmail.com

Education

California State University, East Bay – Hayward, CA

Bachelor of Fine Arts (BFA), Graphic Design | Expected May 2026

Summary

Creative and detail-oriented Graphic Design graduate (B.F.A). Experienced in branding, visual communication, and layout design. Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro) and skilled in developing cohesive brand identities, marketing assets, and editorial designs. Recognized for collaboration, leadership, and problem-solving, with a proven ability to balance creativity and strategy to deliver impactful design solutions.

Projects

“Sweet Steep” Brand Identity | May 2025

- Designed a comprehensive brand identity for a fictional tea company, including primary logo, alternate marks, and packaging designs (boxes and pouches).
- Developed a style guide covering typography, color palette, imagery, and brand tone to ensure consistency across all platforms.
- Created a cohesive minimalistic brand experience, aligning design elements with modern consumer trends.
- Skills: Branding & Identity, Packaging Design, Adobe Illustrator, InDesign, Photoshop

“Cookie Monster Recipe” Editorial Design | May 2025

- Designed a two-page editorial spread for a cookbook, focused on hierarchy, typography, and visual flow.
 - Directed image selection and integration, achieving a clear, engaging, and appetizing design.
 - Applied typography techniques to create readability and visual hierarchy for ingredients and instructions.
 - Skills: Typography, Layout & Composition, Visual Communication, Adobe InDesign, Photoshop
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Work Experience

Cal State East Bay; API WAVES — Student Assistant | January - May 2025

- **Event Planning & Logistics** – Coordinated event logistics, from managing RSVP lists, ticketing, coordinating catering, to venue setup, ensuring smooth execution
 - **Graphic Design & Marketing** – Designed promotional materials, including event flyers, digital invites, and email campaigns, ensuring clear messaging and brand consistency.
 - **Communication & Outreach** – Managed event communications by sending invitations and updates, ensuring high engagement and smooth coordination.
 - **Project Coordination & Time Management** – Managed event planning and promotion while balancing multiple tasks to ensure seamless execution.
 - **Deadline-Driven Execution** – Managed time-sensitive tasks, ensuring all marketing materials, logistics, and event preparations were completed efficiently.
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Skills

Design & Technical:

- Branding & Identity | Layout & Composition | Typography | Packaging Design
- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro)
- Microsoft Office | Google Suite

Professional & Interpersonal:

- Leadership & Supervision | Collaboration & Communication | Problem-Solving
 - Organizational Skills | Adaptability | Multitasking | Detail-Oriented
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