

Angelica Full Moon

Richmond, CA | angelicajfullmoon@gmail.com | 925 584 8203
angelicafullmoon.wixsite.com/angelicafullmoon

Creative producer and multidisciplinary designer with experience in graphic design, content development, digital media, and arts-based community engagement. Proven ability to manage cross-functional projects from concept to completion, including exhibitions, websites, and promotional campaigns.
Passionate about visual storytelling and public-facing arts programming.

Business Owner & Artisan, Community Event Producer | Bay Area, CA

2020 – Present

Angelica XFM

- Designed and sold handcrafted mixed-media products, integrating visual design for booth displays and marketing.
- Created and appeared in short-form video ads across social platforms, driving a 50% increase in brand awareness and customer interaction.
- Co-curated community events with Quartz Queer Arts Market; managed vendor logistics and created printed promotional materials distributed throughout the Bay Area.

Creative Director - Series Pilot | Oakland, CA

2023

The Veil is Just a Curtain

- Directed all aspects of web series production, including script, casting, shooting, and post-production.
- Developed call sheets and schedules.
- Organized live screening watch party, managing venue logistics and AV setup.
- Produced promotional TikToks and digital content to boost engagement and expand reach.

Writer, Director, Web Designer - Independent Feature Film | Oakland, CA

2020

Escapism

- Conducted research in science and folklore to inform historically and culturally accurate narrative structure.
- Managed casting and remote production logistics across time zones.
- Designed and developed a Wix-based promotional website, applying UX design principles and optimizing layout and content for SEO.

Extras Casting - Feature Film | Oakland, CA

2018

Sorry to Bother You

- Managed 200+ SAG-AFTRA background actor contracts.
- Served as the primary liaison between actors and production.
- Led casting team, delegating tasks to optimize workflow and ensure timely project completion.

Specialist | Berkeley, CA

2015-2019

Apple

- Delivered technical solutions and support, with a focus on user experience and accessibility.
- Trained customers and team members on Apple hardware/software.
- Maintained high visual standards in product presentation.

In-House Videographer - Global Arts Organization | Alameda, CA

2014-2015

Rhythmix Cultural Works

- Shot and edited event videos, applying color correction and sound design for polished final assets.
- Created monthly video content for YouTube and Facebook, increasing website traffic by 15%.
- Captured live performances with DSLR equipment while minimizing audience disruption.

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EDUCATION/ACCOLADES

Academy of Art University, San Francisco

Bachelors of Fine Arts, Motion Picture and Television

2010-2017

Nothing New Gallery, San Francisco

Painting exhibited and featured in printed show catalog

2025

IndieFest Film Award in Experimental Filmmaking for *Escapism*

Accolade Global Film Competition Winner for *Escapism*

Design & Technical Skills:

Graphic Design | Motion Graphics | Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Bridge, Premiere Pro) | Final Cut Pro | DaVinci Resolve | Canva | Product Design (Jewelry, Ceramics, Mixed-Media) | Camera Operation (DSLR & Mirrorless) | Color Correction | Layout & Typography | Print Production

Web & Digital Media:

Wix | HTML | Drupal | Google Analytics | Content Creation | Digital Campaigns | Social Media Analytics (Instagram, TikTok, YouTube, Facebook) | CMS Platforms | CRM Tools | Brand Development | Audience Engagement

Project & Administrative Management:

Budgeting | Scheduling | Event Planning & Logistics | Team Leadership | Cross-Functional Collaboration | Interviewing | Vendor Coordination | Business Ownership | Exhibition Support | Public Engagement | Community Partnerships