

FAITH KING

Designer

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<https://www.linkedin.com/in/faith-king-873b8b73/> Irvine



EXPERIENCE

Graphic Designer

Pastor Rick's Daily Hope

05/2022 Rancho Santa Margarita, CA

- Work as the primary visual designer across marketing and communication needs serving over 35 million people
- Lead visual identity for new book/product release campaigns, including donation campaigns such as Giving Tuesday and matching grants
- Design landing web pages for special campaigns
- Design and create assets for text message marketing, email marketing (headers, footers, inserts, full visual promotions, gifs), and free download lead generators (one of which garnered nearly 50k downloads and new leads compared to an average of 20k)
- Video editing for reels and shorts across social channels (growing engagements from 20k to 70k)
- Design and create visual assets across social media channels daily devotionals and social channels for both Daily Hope and Pastor Rick Warren (Instagram, Facebook, Youtube, LinkedIn)
- Design and prepare for print quarterly newsletters, annual ministry reports, monthly appeal letters, and accompanying reply card mailings and envelopes
- Translate print mailings to digital email newsletters, ministry reports online, etc
- Design and prepare book exteriors and interiors, prayer journals, scripture card decks, other gifts, and packaging for print or reprint
- Create graphics for social media translated languages (for over 15 languages) and the YouVersion reading plan covers
- Contribute to brand and logo redesign
- Design donor gifts and donor event collateral
- Create minor motion graphics for the website and TV

Creative Director

ReachBoots

08/2018 - 08/2023 California

- Developing Reach's flagship sustainable footwear product
- Engaging in market research, design, and prototyping
- Accepted in CleanTech Open Accelerator 2022 Cohort

Visual Designer

Global Sparks

04/2020 - 04/2022 Irvine, California

- Designed podcast page alongside the developer team
- Contributed feedback to digital design and marketing teams
- Delivered social media assets (Instagram, Facebook, Zoom)

EDUCATION

Bachelor of Science Product Design

ArtCenter College of Design

2022 Pasadena, United States

- Minors in Business and DesignMatters Social Innovation

SUMMARY

Hi there! I'm a designer who loves creativity and collaboration. I focus on crafting meaningful designs that tell stories and strengthen communities. I believe in the positive impact that thoughtful design can have!

SKILLS

Adobe After Effects Adobe Illustrator

Adobe Indesign Adobe Photoshop

Adobe Premiere Adobe Premiere Pro

After Effects Blender

Digital Design Email Marketing

Figma Indesign Market Research

Motion Graphics Photoshop

Premiere Pro Rhino Solidworks

Video Editing Wireframes

FIND ME ONLINE

Portfolio Website
<https://faith-king.com/>

LinkedIn
<https://www.linkedin.com/in/faith-king-873b8b73/>

Pastor Rick's Daily Hope
<https://pastorrick.com/>

Reach Boots
<https://www.ezrach.org/reachboots>

Global Spark
<https://globalspark.world/#/>