

# Faith King

## designer

faith-king.com  
kingfaith430@gmail.com  
LinkedIn

Hello 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!

## EDUCATION

**B.S. in Product Design from ArtCenter College of Design**

*MINORS IN*

Business

DesignMatters Social Innovation

## SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Premiere Pro

Adobe After Effects

Figma

Solidworks

Rhino

Keyshot

Blender

Digital Design

Email Marketing

Market Research

Motion Graphics

Video Editing

Wireframes

Prototyping

## EXPERIENCE

**Graphic Designer at Pastor Rick's Daily Hope**

*3 YRS*

- 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

**Interaction Designer at Global Spark**

*2 YRS*

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

**Creative Director at Re-ach Boots**

*3 YRS \*Startup Volunteer Work*

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