

# ADAM KING

12 years of experience in web, email, brand concepting, and motion design across a variety of industries and media.

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## WORK EXPERIENCE

**Senior Designer** | Walmart, Inc. | Sept 2021 - Present

- Lead designer for Walmart App marketing, seasonal campaigns, baby and wedding registries, Walmart Health, Walmart Auto Centers
- Review and feedback lead for remote teams in Colombia
- Graphic and motion designer across web (mobile & desktop), email, App Store, Google Play store, push notifications, & more

**Graphic Designer** | Walmart, Inc. | Nov 2017 - Sept 2021

- Digital designer for online grocery, app marketing, curbside pickup, & more
- Lead designer for CapitalOne Walmart Credit Card, Walmart+ (subscription delivery service)
- On-call 24/7 holiday season coverage

**Lead Graphic Designer** | Insightly | Oct 2014 - Nov 2017

- Web designer for insightly.com, oversaw A/B testing
- Sourced stock imagery & other media for external advertising, templates
- Created customer email templates for Mailchimp, including personalization variables

**Designer (Contract)** | Sephora | May 2014 - Oct 2014

- Designed UI for in-house skintone-detecting iPad app

**Graphic Designer** | GoPago, acq by Verifone | Feb 2012 - June 2013

- Identity development through presskits, t-shirts, stickers, & other collateral.
- Wireframes and flow prototypes for marketing campaigns, worked with remote teams in NYC and Dallas for promotion and adoption, and early UI mocks

**Junior Designer** | San Mateo County Library | Jan 2010 - Apr 2012

- Art direction and design on all printed materials systemwide

## SKILLSETS

- Proficient in Adobe Creative Suite, Figma, Sketch.
- Certificate of Completion, *Prompt Engineering* course at Coursera
- Team leadership: developing review frameworks for reviewing basic to intermediate work

## EDUCATION

**University of California, Santa Cruz**

B.A. Sociology

- Focus in mass media and communications

