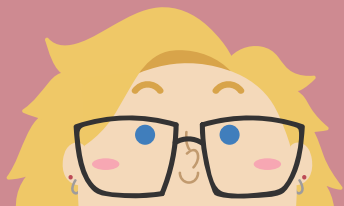


HALEY KING

UX Design • Visual Design • Illustration



CONTACT

(585) 478-8249

haleyking.design@gmail.com

www.haleyking.com

EDUCATION

Rochester Institute of Technology

New Media Design (BFA) | Fall 2016 - Spring 2019

- 3.7 GPA, Dean's List Fall 2015 to Spring 2018
- 2017 RIT CAD Honors Program Inductee
- Immersion: Advertising and Public Relations

ACCOLADES

ADAA 2018 Semifinalist

Adobe Design Achievement Awards | Spring 2018

Semifinalist in the Commercial Web/App/Game Design category for MyCourses Redesign project. Redesigned UI and major task flows of RIT's course management tool.

SKILLS

UX Design
Illustration
Visual Design
Motion Graphics
Prototyping
User Research
Storyboarding
Sketching
Social Media

PROGRAMS

Illustrator
Photoshop
After Effects
Adobe XD
Premiere Pro
InDesign
Acrobat
Balsamiq
Microsoft Office Suite

EXPERIENCE

User Experience Design Intern

Epic Systems Co. (Verona, WI) | May - August 2018

Designed an application to help parents track information specific to their infants first six weeks of life. Core responsibilities included UX research, mobile/tablet UI design, illustration, and motion graphics. Worked closely with healthcare professionals, target users, and software developers. Assisted other design employees with projects and critique.

Visual Designer

Personalized Healthcare Technology (Rochester, NY) | May 2018- Present

Fulfill design needs for PHT faculty and researcher projects. Work with other RIT students from creative and technical backgrounds. Create illustrations, motion graphics, and graphic design work for a variety of research initiatives. Additional responsibilities include topic research and team management.

Illustration Consultant

Genius Plaza (Clifton Park, NY) | June 2017 - Present

Began as an Illustration Intern for Summer 2017 and was rehired as an Illustration Consultant in Fall 2017. Designed a variety of educational material such as illustrations, posters, coloring pages, and e-books. Created character animations for educational videos. Worked with motion/game designers, educators, and other creatives to publish age-appropriate content.

Eureka! RIT School of Design Blitz 2016 Winner

RIT (Rochester, NY) | September 29 - October 1, 2016

Worked with the RIT School of Design to collaborate with FoodLink, an organization that strives to combat hunger in Western NY. In a group of 5 students, researched and developed a solution to make food prep and delivery lines more effective at Foodlink. Group selected by Foodlink to have the solution funded and implemented in the company warehouse.

ACTIVITIES

New Media Club

Mentor | Fall 2015 - Present

Participate in social and skill-building activities with other students in the NMD major. Provide advice, support, and technical assistance to a small group of underclassmen.

RIT College of Art & Design Honors

Social Media Lead | Spring 2017 - Present

Produce social media content for the RIT CAD Honors program. Discuss needs with other CAD leadership roles, create graphics for posts, answer questions and comments on content. Collaborate with other honors students and leadership.