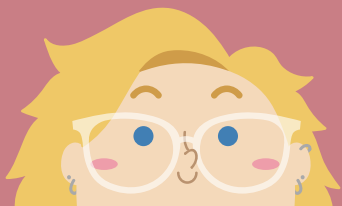


# HALEY KING

UX Design • Visual Design • Illustration



## CONTACT

www.haleyeking.com  
haleyking.design@gmail.com  
(585) 478-8249

## EDUCATION

### Rochester Institute of Technology

New Media Design (BFA) | 2019

- Honors Program, Magna Cum Laude
- Immersion: Advertising and Public Relations

## COMMUNITY

### RIT New Media Club - Student Outreach

Conducts bi-annual student portfolio review, and presented on the basics of healthcare and enterprise software design.

### Manipulative Design - Talk at Epic Systems

Exploring how design influences decision making, and how to help users feel confident and guided towards what is best for them.

## SKILLS

Interaction Design  
Illustration  
Visual Design  
Motion Graphics  
Prototyping  
User Research  
Usability Testing  
Inclusive Design

## PROGRAMS

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

## EXPERIENCE

### User Experience Designer

Epic Systems Co. (Verona, WI) | July 2019 - Present

- Designing mobile and web healthcare IT products and marketing websites, including responsive mockups, prototypes, and digital graphics/illustrations.
- Conducting user-centered research and testing with patients and healthcare personnel to verify product and design decisions and inform improvements.
- Written articles for internal UX guide laying out company UI standards, accessibility requirements, and design processes.
- Presented several company-wide talks on key UX principles to software developers, quality assurance, and other disciplines.

### Visual Designer

Personalized Healthcare Technology (Rochester, NY) | May 2018- May 2019

- Created digital marketing materials for student research initiatives creating healthcare products, including animated demo videos, printed fliers, and presentations.
- Lead motion graphics design team and provided story and visual direction, design feedback, and licensed audio resources.
- Researched complex healthcare concepts and presented them in a hearing and literacy accessible video format.

### Illustration Consultant

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

- Designed a variety of K-12 bilingual educational materials such as illustrations, posters, coloring pages, animated videos, and e-books.
- Worked with motion/game designers, educators, and other creatives to publish age and culturally appropriate content.

## PROJECT RECOGNITION

### Embark - Interactive Installation

Spring 2019 | Top Talent @ Adobe Design Achievement Awards 2019

Encouraging positive & joyful cultural discoveries through a re-imagined classic arcade game. Visitors discover how to take simple steps to learn about the dynamic & diverse global community around them.

### Wave - Mobile AR

Spring 2019 | AR/VR Finalist @ MODE Fest 2019

Hospital wayfinding app that leverages AR landmarks to help neurodiverse patients navigate with confidence and ease.

### snews - Education Experience

Spring 2019 | UI/UX Category Winner @ MODE Fest 2019

Interactive educational tablet experience that teaches users about insomnia. A friendly guide takes users through the journey of symptom recognition, diagnosis, and treatment options.