Kelilah King Designs

Senior Product + Graphic Designer

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about

I solve design problems by applying human-centered design thinking with creative imagination focused on the user's empathy. My attentiveness to visual details creates a high level of success for the architecture of the product's design.

I combine analytical UX-thinking with my artistic illustrative background for enhancing the UI capabilities to drive engagement with the users.

education

Seattle Pacific University
Graduated in 2018

•Bachelor of Arts: Visual Communication
•Minor in Digital Media
•Certification of Visual Design Thinking

softwares

Adobe Suite:	Figma
Illustrator	InVision
Indesign	Procreate
XD	Sketch
Premiere Pro	SketchUP
Photoshop	Affinity

skills

UX/UI	Design strategy
User mapping	Layout/print design
A/B testing	Digital/web design
Sketching	Creative direction
Wireframing	Project management
Prototyping	Team leadership
Typography	Time management
Branding	Collaboration
Photography	Information-
Videography	architecture

work experience

Provenir, inc • Senior Product Designer
Oct 2021-Feb 2024 | Global Remote

I lead UX/UI projects on the AI & AutoML credit risk decisioning products. Cross-collaborated with VPs of engineering & product, PMs, developers & the design team on multiple product's designs. I combine analytical UX thinking with my illustrative art background to enhance UI capabilities for driving engagement with the users. Managed and strateged the product's designs lifecycles.

UI Designer
Built custom iconography & the brand style guidelines. Worked closely with the data scientists on the AI prototype. Solved complex problems using design thinking agile methodologies, information architecture, to build the design system based off the user's needs.

Pitchbook, Data • Senior Graphic Designer
Nov 2018-Oct 2021 | Seattle, WA

Lead design projects & customized indesign templates for PE & VC reports for the editorial team's articles. Visualized custom data infographics for the analyst's reports. Built digital art designs for the companies magazine spread in illustrator. Designed custom iconography for enhancing the brand's design system.

Graphic Designer
Worked with excel data to transfer to illustrator for building the data reports. Collaborated with the news analysts, executives, design, marketing and product team. Helped edit & design custom clientale reports while managing multiple projects.

Production Assistant
Worked closely with Senior Copy Editor and Lead Designer to learn the brand guidelines & assist in improving the editorial team's style.

SPU Cascade Yearbook • Lead Graphic Designer
Sep 2017-May 2018 | Seattle, WA

Designed & lead the production design for SPU's 2017-2018 yearbook with the media team using adobe softwares. Customized the book cover, visual assets, and template spread. Built the brand and design system guidelines with design team.

Butch Blum, inc • Design Internship
Aug 2016-Nov 2016 | Seattle, WA

Facilitated design marketing ideas for social campaigns & private fashion events. Helped promote fashion design campaigns on the social media platform.