



Angeline King-Kovach

angelineking@gmail.com 

(510) 325-9779 

Oakland, CA 

SENIOR VISUAL & BRAND DESIGNER

ABOUT ME

With over 13 years of experience, I've honed my craft as a designer in a diverse array of settings, from agency to in-house. My heart lies in creative design and branding, and I am personally fueled by a genuine love for marketing and illustration.

EDUCATION

UC Santa Cruz, 2007-2011
Bachelor of the Fine Arts

FOLLOW

 www.angelineking.design

 [linkedin.com/in/angelineking](https://www.linkedin.com/in/angelineking)

SKILLS

Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign
- After Effects

Other Design Applications

- Figma
- Canva
- Wix

Google Workspace

- Docs
- Slides
- Drive

MS Office

- Powerpoint
- Word
- Excel

Project Management Software

- Monday.com
- Wrike

Generative AI

- Midjourney
- ChatGPT
- Photoshop & Illustrator AI

Creative Design

Branding & Corporate ID

Marketing Design & Advertising
Layout

Typography

Data Visualization

Print Collateral

Web & Digital Media

User Interface Design

Illustration

WORK EXPERIENCE

Contracting at KPMG LLP via Partnership with Magnit

Senior Associate, Designer - Contract Jul '24 - Present

- Lead high-level print & digital marketing and communications design projects
- Provide creative consulting and art direction, aligning with brand strategy
- Oversee complex design from concept to production, coordinating resources
- Collaborate with team and clients to communicate expectations and progress

Freelance Designer '11 - Present

- Designing brands, print collateral, and digital marketing that bolsters brand identity and market presence, driving business outcomes.

Nuvolum (Marketing & PR Agency)

Senior Brand Designer Nov '23 - Feb '24

- Orchestrated web and print design execution, aligning brand and objectives.
- Crafted cohesive branding and identity solutions (logos, style guides, etc.)
- Leveraged UI/UX design expertise to create intuitive engaging digital experiences, focusing on user-centric design principles to optimize usability and functionality.
- Produced dynamic marketing collateral, driving engagement via compelling visual storytelling and strategic messaging.
- Provided creative direction. Led Creative Team, fostering collaboration.

Brand Designer & Production Artist Apr '23 - Oct '23

Designerds (Creative Agency)

Visual Designer II Dec '22 - Feb '23

- Produced visual marketing media across diverse platforms, enhancing brand presence and driving engagement.
- Leveraged illustration skills to drive creative initiatives of global brands like Twitter, AirBnb, and CashApp, crafting emojis, icons, and visual assets that bolster brand identity and drive recognition.
- Delivered decks and one-sheets, effectively communicating ideas and solutions to stakeholders and supporting sales efforts.
- Executed digital marketing campaigns, including emails and socials, leveraging creative design strategies and increasing customer acquisition and retention.
- Collaborated with cross-functional teams to develop ads, creating digital assets that align with brand guidelines and boost conversion.

Visual Designer I Dec '21 - Dec '22

Primal Pet Foods, Inc.

Jr. Designer & Production Artist Feb '20 - Dec '21

- Produced pixel-perfect marketing designs, from promotional collateral, to point-of-purchase materials, to sales sheets for retail & sales.
- Applied digital illustration expertise to create visuals for marketing initiatives such as newsletters, print collateral, web, and social graphics.
- Delivered timely and compelling print ad campaigns for pet industry periodicals.
- Led design of event & retail marketing, such as large-format billboards, trade show materials, and retail displays, driving sales at key touchpoints.
- Spearheaded design of branded apparel, merchandise, and recruiting collateral, fostering brand loyalty and attracting top talent.