



Angeline King-Kovach

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(510) 325-9779 

Alameda, CA 

CREATIVE, BRANDING & MARKETING DESIGN

ABOUT ME

Experienced agency and in-house Designer of over 13 years, with a background in creative, branding, and marketing design.

EDUCATION

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

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 <http://angelineking.design>

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

SKILLS

Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign
- After Effects

Other Design Applications

- Sketch
- Figma
- Canva
- Wix

Google Workspace

- Docs
- Slides
- Drive

MS Office

- Powerpoint
- Word
- Outlook
- Teams

Project Management Software

- Monday.com
- Wrike

Generative AI

- Midjourney
- ChatGPT
- Photoshop AI
- Illustrator AI

Layout

Typography

Data Visualization

Corporate Branding

Creative Design

Print Collateral

Web & Digital

Event/Brand/Product Marketing

Illustration

WORK EXPERIENCE

Freelance Designer 2011 - Present

- Personal, event, & brand design-marketing, illustrations, prints & more

Nuvolum (Marketing & PR Agency)

Senior Brand Designer Nov '23 - Feb '24

- Led design of impactful brand assets across various channels, from logos, to brand guidelines, web interfaces, social media content, ads, and more
- Collaborated with cross-functional teams to craft visually stunning assets that drive exponential growth, refining elements to enhance performance
- Utilized Adobe Creative Suite to meticulously prepare camera-ready artwork for print & digital applications, ensuring flawless execution across platforms
- Applied Photoshop retouching and Illustrator vector expertise to deliver solutions that resonate with target audiences and elevate brand identity
- Oversaw projects from conception to completion, ensuring adherence to brand standards, deadlines, and budget constraints while maintaining a focus on quality and attention to detail
- Demonstrated proficiency in a diverse range of graphic design software, including the Adobe, Google, and MS Office suites, for seamless execution

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

Designerds (Creative Agency)

Visual Designer II Dec '22 - Feb '23

- Specialized in captivating digital media design and production art for diverse platforms, ensuring adherence to brand guidelines for print & digital
- Enhanced brand engagement by creating digital assets, including comprehensive sets of brand icons for Designerds and emojis for Twitter
- Collaborated with major brands like Walmart and Amazon Blink to design ads, packaging, and engaging presentation decks for high-profile clients
- Demonstrated a deep understanding of digital content dynamics, such as websites, socials, ads, and e-campaigns, to drive meaningful engagement
- Honed ability to blend creativity with strategic objectives, delivering consistently compelling solutions that resonated with target audiences and drove business outcomes

Visual Designer I Dec '21 - Dec '22

Primal Pet Foods, Inc.

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

- Created promo and sales collateral for retail and wholesale channels, ensuring brand consistency
- Designed print media within brand standards (brochures, leaflets, etc.)
- Produced B2B and B2C print & digital assets to support marketing campaigns
- Delivered print ads for veterinary and pet industry publications
- Designed large-format media for events and retail, enhancing brand visibility
- Developed branded apparel and merchandise for promotional purposes
- Created training manuals and support documents for internal/external use
- Illustrated graphics for web and social media platforms
- Designed swag items and training prizes for sales incentives
- Contributed to print and digital hiring materials for recruitment efforts

Marketing Assistant Jan '17 - Feb '20

Marketing Assistant & CSR Nov '12 - Jan '17