

Clare King

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[LinkedIn](#) and [Portfolio](#)

Professional Summary

Vision-driven change agent with exemplary record of project, graphic and instructional design success

Proven talent for aligning business strategy and objectives with established project and graphic design paradigms to achieve maximum operational impacts with minimum resource expenditures. Results-focused team leader who champions innovative solutions to drive continuous improvement, analyze data, and provide key insights to inform strategic plans. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills for the diverse modern marketplace.

Core Competencies

- Engaging Design Solutions
- Print & Digital Projects
- Training & Instruction
- Marketing & Content Creation
- Strategic Planning & Concepts
- Multimedia Expertise
- Tech Tools & Solutions
- Educational Systems
- Team Collaboration

Professional Experience

Self-Employed, Mobile, AL, 2022 – Present

- Leverage a wide range of industry skills to deliver high-quality projects, designs, and solutions to clients.
- Utilize advanced technical skills to design and finalize multimedia initiatives to include web design and computer literacy, graphic user interface (GUI), user experience (UX), and numerous art and graphics needs to include logo design.
- Enact quality assurance measures to ensure client satisfaction.
- Study relevant information and materials and coordinate with outside agencies, art services, and industry professionals to achieve client goals.
- Communicate with clients throughout the entire design process.
- Review final layouts and suggest improvements when necessary.

University of South Alabama, Department of Family Medicine, Mobile, AL, 2001 – 2022

Project Manager & Designer

DEPARTMENT OF FAMILY MEDICINE, 2011 – 2022

- Tasked with managing educational grant activities, including tracking and reporting on progress, meeting deadlines within budget.
- Crafted engaging instructional and recruiting material using Adobe Creative Suite; this include utilizing storyboarding and design skills, as well as written, graphic, digital and video resources for physicians, residents, and clinic staff.
- Directed the design of and managed the department website via HTML and CSS.
- Facilitated recruiting events, education and email campaigns by using a range of content, including mockups, page layout tools, brochures, posters, publications, and banners.
- Edited and designed templates for print and PowerPoint presentations.
- Responsible for having designed and managed online courses in LMS and web assets in CMS.
- Designed and created UI/UX for residents and staff.
- Oversaw the performance of student workers.

PREVIOUS EXPERIENCE WITH THE UNIVERSITY OF SOUTH ALABAMA

2003 – 2011 | PC APPLICATION SPECIALIST - DEPARTMENT OF FAMILY MEDICINE

2001 – 2002 | GRAPHIC DESIGN INSTRUCTOR – DEPARTMENT OF ART

Education and Credentials

Master of Science in Instructional Design & Development – Concentration in Multimedia
University of South Alabama, Mobile, AL

Associations: Phi Kappa Phi | Kappa Delta Pi | Alpha Theta Chi

Bachelor of Science in Secondary Education & Language Arts
University of South Alabama, Mobile, AL

Awards & Honors: President's List | Dean's List | National Honors

Industry & Technical Skills

- Articulate Storyline 360, and various LMSs.
- Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Adobe After Effects, Adobe Animate, XD, Lightroom & Dreamweaver
- MS Office Suite to include Word, Excel & PowerPoint
- Google Suite Docs, Sheets, Slides & Sketch
- PDF accessibility, WCAG & 508 standards
- Articulate Storyline, MailChimp, Canva, Figma & WordPress
- Premiere, iMovie & Camtasia
- Advanced skills in Graphite, Pen & Ink, and Watercolors

Volunteerism

- Organize and participate in litter clean ups
- Rescue, foster & rehome neglected or abandoned pets
- Organize and facilitate bicycling events
- Served as VP of Mobile Art Association
- Served as President of the Watercolor & Graphic Arts Society

Awards

Awarded Best in Show and several lesser awards in a number of local and state art shows

Additional Information

Interests: Cycling, reading, hiking, travel, art, history

[Artwork](#)

[Portfolio](#)