

David King

Phone: 07952 019 754
Portfolio: www.davemcking.com
Email: davemcking.design@gmail.com

PROFILE

I am a multi-disciplinary Graphic Designer from the South of England with over 3 years of experience in digital and brand design. I am also proficient in motion graphics, UX/UI, and print. Dedicated and with a keen eye for detail, I'm seeking a role where I can continue to develop my skill-set, collaborate with others, and make a difference.

KEY SKILLS

Design Tools: Adobe Illustrator; Photoshop; InDesign; After Effects; Lightroom, Canva, Figma

Productivity: Microsoft Office, Hubspot, Visual Studio Code, Podio, Monday

Personal: Self-Sufficiency – I can tackle multiple projects simultaneously; prioritising my time & maintaining flexibility to meet deadlines. I have also experienced and enjoyed the autonomy & responsibility of a more senior designer.

Professional – I am solutions-oriented and professional when working in a team and interacting with clients.

Reasoning – Driven by logic, I love to explain why I designed something the way I did and welcome criticism as an opportunity for further improvement.

EXPERIENCE

3+ YEARS

April 2024 – Now: Reworked my portfolio, improved older design projects, working on new design projects, studying.

Digital Designer | Infinigate (originally Nuvias) | December 2021 – April 2024 Permanent

This role primarily involved creating designs for the marketing team's multi-channel B2B campaigns as part of an in-house agency. My other responsibilities included designing materials for the wider company and maintaining the brand identity. Shortly after joining I became the go-to person for marketing managers with urgent requests. About a year after joining Nuvias it was acquired and later merged into Infinigate, where I continued after being promoted.

Post-acquisition, I created digital and print assets for the huge global launch event of the new brand identity. During this time period I also refreshed all design assets and corporate materials to align with the new brand guidelines. Later, I was given the role of lead UK-based designer for European projects. This involved designing for, and building a rapport with, new and existing European marketing teams while having a reduced number of UK projects. Some of my best work was for sales kick-off events which required creative design work across the spectrum of my capabilities, and it was always rewarding to hear how my work contributed to the success of an event or campaign.

During my time at Infinigate I've gained experience in creating landing pages, emails, social posts, brochures, flyers, event collateral, and more. I also got to collaborate with non-design teams and third party stakeholders to bring their ideas to life. Unfortunately, internal restructuring led to my job relocating to the core of the business in Germany.

Responsibilities

- Being on standby for urgent important work.
- Maintaining and applying the brand identity.
- Empowering marketing managers' campaigns by designing digital and print materials.
- Handling multiple projects and meeting deadlines

Achievements

- Promoted to Digital Designer, then assigned lead on European projects and support for excess UK projects.
- Completed over 400 projects plus ad-hoc design work.
- Significant contribution to internal design resources including brand imagery, icons, logos & lockups

Junior Graphic Designer | Flux Outdoor | May – November 2021 Fixed Term Internship

My role as a Junior Graphic Designer was to coordinate a uniform theme across the brand and to enhance and create new materials to aid sales and marketing efforts. This primarily includes developing the brand identity with the creation of new assets and creating engaging and visually appealing pitch decks. During my time employed here I have worked on projects in various areas of design such as branding, editorial, animation, and B2B communications.

Responsibilities

- Developing/maintaining brand guidelines.
- Designing marketing materials and assets.
- Managing numerous long & short term projects and adapting to the needs of the company.
- Updating the main pitch deck in line with the evolving brand identity and to showcase the new product

Achievements

- Revitalised the brand identity with new colour palettes and typographic rules for all marketing materials.
- Completed the redesign of the main pitch deck.
- Built up an asset library of over 130 high quality images for use in one of the company's new products that I also helped to visualise.

EDUCATION

2017-2020 University of Hertfordshire

Graphic Design & Illustration BA Hons. 2:1

2014-2017 Queen Mary's College Basingstoke

Art & Design CamTech L3 (Merit Merit Merit)(equiv. CCC) and Computing A-Level (E).

2009-2014 Brighton Hill Community School

10 GCSE's from A to C including an A in English Literature, A in English Language, B in Maths, and C in Product Design.

ADDITIONAL SKILLS

Digital and Print Media

- UX/UI
- Iconography
- Typography
- Motion Graphics
- Logos/Branding
- Landing Pages
- Social Media
- Emails
- Brand Strategy
- Brochures
- Banners/Signage
- Flyers
- Photo and Video Editing
- HTML (knowledge of)
- Mockups – OOH advertising, devices, clothing, packaging, and more

AWARDS

Competition | March 2020

I won a prize for my wall mural design when it was chosen to be painted inside of the School of Creative Arts main building at the University of Hertfordshire.

Zine Project | February 2018

I was 1 of 4 winners in a class of about 70 that took part in a competition set by tutors to have their print work sent to Huck Magazine for feedback. The deputy editor said "design wise, the [my] Sneakers one felt closest to what we do".

OTHER EXPERIENCE

Freelance | February 2020

I was commissioned to make a promotional poster for the student-led 'A Slice of Research' seminar series on behalf of a facilitator in the University of Bath Doctoral College. The social events were an opportunity for doctoral students to learn about exciting research and network in an informal setting. It was a great opportunity to practice liaising with a client while using typography and layout to create a compelling piece of print communication.

Herts Propeller Design Sprint | Graphic Designer/Team Leader | November 2018

A design sprint hosted by studio Herts Propeller in partnership with Google, my team's brief was to re-brand the nine schools of study within the university and develop a physical wayfinding system for campus. The experience and working with students in the year above gave me great insight into how to tackle a brief in a very short time frame.

Responsibilities

- Ensuring fair input and effective collaboration
- Photographing sites around campus
- Creation of mockups
- Developing concepts for the sub-brand identity
- Using brand guidelines to ensure our logos and colour scheme complemented existing university branding

Collaborative Competition Project | March 2020

For D&AD New Blood 2020, I joined forces with my friend Omar to tackle a brief set by HSBC. Using our combined skill, we created a series of type-based animations for airports that highlight HSBC's Brand Values in an eye-catching and visually appealing fashion. Real data was used to inform typography and animation that would be displayed throughout airports, transforming the journey travellers take as they arrive and depart.

Collaborative Project | April 2019

One of the Live Briefs from my second year in University involved working with award-winning design agency Droga5 and car manufacturer Mini to develop a product launch activation campaign for their Mini Electric vehicle. My friend Sagar and I developed a campaign that celebrated the cultural influence of the Mini Cooper and how the upcoming vehicle continues to be a part of culture in the UK by allowing creatives to get to where they need to be.

INTERESTS

Some of my interests include: art, architecture, construction, technology, cars, motorsports, horology, photography, military history, gaming, and astronomy. Within the last year I have also taken up hiking and playing squash.

References available upon request.