Zahar King

A marketing and graphic designer with a deep commitment to empowering communities, encouraging accessibility, and developing impactful solutions through a detail-oriented approach.

linkedin.com/in/zahar-king

zahmoki@gmail.com

(619) 818-2518

Experience

Outreach Manager at The ASUCD Pantry

June 2024 - Present | Davis, CA

Hosted outreach campaigns for donation drives and educational events, driving engagement with local organizations and other campus groups.
Designed promotional materials (flyers, merchandise, media graphics) to advertise services, upcoming events, and initiatives.
Directed marketing and media strategies to raise awareness of services and resources, boosting online engagement by 175% and reaching 2,000 accounts monthly;
Managed a team of coordinators in producing educational content and media projects that successfully reflect our mission and brand.

Graphic Designer at Housing Advising for Undergraduate Students (HAUS)

December 2023 - June 2024 | Davis, CA

Designed all promotional material to advertise services, upcoming events, and initiatives.
Worked closely with directors all throughout the creative process, proofread all designs for errors before final deadlines;
Produced multiple deliverables such as brand guidelines, color palettes, and visual mock ups while adhering to tight deadlines;
Increased online visibility by 75% and garnered a 85% increase in campus-wide engagement;
Assisted with event planning and co-hosted outreach events, fostering engagement with students across campus.

Senator at the Associated Students of UC Davis (ASUCD)

September 2023 - December 2023 | Davis, CA

Promoted senate initiatives and resources through tabling, conducting surveys, and designing promotional material;
Drafted and passed senate bills to improve resource accessibility across campus;
Collaborated with various committees, commissions, and units aimed at improving overall student welfare;
Responded to student inquiries through office hours, town halls, and outreach events;
Documented notes and public comments during all ASUCD listening sessions for student organization directors.

Education

University of California, Davis

2021 - 2025 | Davis, CA

BA in English
BA in Design

San Diego Mesa College

2018 - 2021 | San Diego, CA

AA in English
Certificate of Achievement in Creative Writing

Tools

Figma
Notion
Canva
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Google Suite
Visual Studio Code
Microsoft Suite

Skills

Social Media Marketing
Event Planning
Team Management
Community Outreach
Public Speaking
Project Management
Promotional Advertising
Brand Design

Achievements

Design Interactive 2024 Fellowship — Winner of *Best UX Research*

Davis Design Fest 2025 — *Participant*