


# 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.

 <https://zaharking.github.io/>

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## 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), and infused original designs into base brand guidelines using Adobe Creative Suite and Canva.

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;

Independently developed brand guidelines and visual mock ups of projects 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

Adobe Creative Suite

Canva

Figma

Microsoft Suite

Miro

Notion

Rhino3d

Trello

Vectorworks

Visual Studio Code

## Skills

UI/UX Design

Interaction design

Wireframing

Prototyping

User Research

A/B testing

Usability testing

## Achievements

### Design Interactive 2024 Fellowship

Winner of *Best UX Research*

### Davis Design Fest 2025

*Participant*