

AMANDA KING

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Outcome-oriented Instructional, UX/UI & Graphic Designer, successfully leading programs, projects, teams & learners for over a decade. Background in curriculum & instructional design, web & product design, and program & team management, with 7 years in educational leadership. Expert at collaborating cross-functionally & communicating effectively within all organizational levels & departments. Voracious learner with visual design acumen, well-honed writing skills, an empathic nature & a passion for making things make sense for users & learners.

Visionary. Strategic. Resourceful. Always led by curiosity.

Instructional & UX/UI Designer **Amanda King UX**

June 2022-present
Layton, UT

Applied user-centered design principles to identify both client & user needs, craft visually appealing solutions & deliver high-quality instructional designs, dashboards, social media campaigns, pitch decks, in-house teaching tools, digital products, websites & copy. Clients include industry leaders in HR, Marketing, Music, Finance, & Education:

- Developed, designed & edited online learning courses, CBT modules & curriculum, including storyboards, video, activities, assignments & assessments
- Conceived & conducted user research, interviews, & surveys, translating them into sitemaps, user flows, customer journey maps, wireframes, mockups & prototypes
- Simplified complex messages, highlighting & summarizing key points
- Analyzed data & insights to inform conclusions & support decision-making
- Designed graphics, infographics & formulated copy for email drip sequences
- Devised social media campaigns, blasts & carousels, using SEO-rich content
- Crafted seamless dashboards using material designs & brand libraries
- Analyzed complex ideas for proposals & built a range of meaningful recommendations
- Created deliverables that effectively conceptualized & communicated the design approach & detailed interaction behaviors required for each project

Co-Founder, CEO & Creative Director **Clevirty**

March 2021-June 2022
Layton, UT

Founded a successful UX design agency focused on helping organizations maximize profitability through analyzing pain points within the customer experience & ideating data-driven design solutions that optimized product usability, resulting in increased traffic, retention & brand loyalty:

- Developed high quality business strategies & plans ensuring alignment with short-term & long-term objectives
- Directed all operations & business activities to ensure they produced the desired results & were consistent with the overall strategy & mission
- Made high-quality market-positioning decisions to advance the business & increase profits
- Enforced adherence to legal guidelines & in-house policies to maintain the company's legality & business ethics
- Reviewed financial & non-financial reports to devise solutions or improvements
- Led & motivated subordinates to advance employee engagement through developing a high performing mentorship program
- Built trust relations with key partners & stakeholders, acting as a point of contact
- Analyzed problematic situations & occurrences, providing solutions to ensure company survival & growth
- Led team of researchers & designers by developing a working plan for design activities that included task breakdown, estimating & dependencies to ensure accurate allocation of resource support

English Teacher & Instructional Designer, 8th & 9th Grades
North Davis Preparatory Academy

August 2014 – May 2021
Layton, UT

Designed, developed & implemented department curriculum for teaching critical thinking & communication through digital marketing, storytelling & creative/expository writing; taught analysis of literature, poetry, exposition & visual arts; trained students in project management & presentation skills; developed & implemented data-driven strategies for group & individual academic progress, achievement & classroom behavior management; managed overall learning & engagement of 125+ students per year, with varying backgrounds, perspectives, needs & skill levels:

- Initiated & led intra-department collaboration on cross-curricular instruction for English, Spanish, History, Art, Science & Health courses; developed proprietary learning matrix for K-9 cross-curricular implementation; evaluated & redesigned 4th & 7th-9th grade curriculum to reflect State standards, cross-curricular learning & industry best practices
- Led instruction of administration & faculty in CANVAS LMS course content creation, navigation, implementation & troubleshooting; collaborated with international colleagues to create cohesive bi-literate online course content; mentored new online-only teachers in both English Language Arts instruction & CANVAS LMS implementation
- Chosen as resident faculty mentor & supervisor of student teachers from Weber State University's Teacher Educator Program
- Awarded "Most Inspiring Teacher" by student body (May 2020)
- Awarded "Employee of the Month" by colleagues (September 2019)
- Nominated "Teacher of the Year" by Standard Examiner (2018)

Director of Athletics
North Davis Preparatory Academy

August 2018 – May 2021
Layton, UT

Hired, led & trained a diverse group of 22 coaches, assistants & volunteers to oversee 300+ student athletes in 9 different seasonal sports per year, resulting in 2 State Championships & devised coaches' training program aligned with the school's vision:

- Led department reorganization, streamlining & digitizing budget, inventory, purchasing, athlete onboarding & hiring processes
- Created new branding & department logo for uniforms, merchandise & marketing
- Developed & implemented successful merchandising program, cutting department costs 18%
- Devised marketing strategy, increasing student participation 12% & event attendance 37%
- Directed logistics, including staffing & scheduling; room & equipment setup; coordination with maintenance, security & other facility departments; maintained catering, travel & participant, volunteer & service provider relations
- Collaborated with other UCSSAL Athletics Directors & administrators to improve programs, coordinate venues, mitigate conflict & provide student athletes with positive experiences
- Created & directed after-school study hall to mentor & tutor individual student athletes

Technical Skills: Figma, Adobe Suite, Sketch, Miro, HTML, CSS, JavaScript, Bootstrap, InVision, Trello, Notion, Dubsado, MS Suite, Canva, Wix, Squarespace, WordPress, HubSpot, SendGrid, Canvas LMS, Articulate 360, Adobe Captivate, Camtasia, ADDIE

Professional Certificate, UX/UI

University of Utah, Salt Lake City, UT

M.Ed. Coursework, Educational Administration

Grand Canyon University, Phoenix, AZ

Teacher Education & Professional Development, Specific Subject Areas

Universidad de Granada, Granada, SPAIN

B.S. Degree, Recreation Management & Youth Leadership

Brigham Young University, Provo, UT