



MULTIMEDIA DESIGNER

Portfolio: patrickkingart.com

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EXPERIENCE

Partner Marketing Platform Specialist

Nutanix, Remote

December 2021 - May 2025 (company restructured, job was impacted)

- ▶ Maintained partner-facing internal portal, including adding pages and updating page content with new promotions and initiatives
- ▶ Developed and targeted content for various marketing channel audiences including resellers, distributors, and service providers
- ▶ Implemented new improvements and programs to portal that consistently saw engagement increases by up to 10% QoQ
- ▶ Managed online collateral library of assets for training, promotion, and sales enablement
- ▶ Coordinated between multiple teams and vendors to facilitate projects from concept to execution including new product launch promotions and portal gamification, which saw significant increases in user engagement in the partner portal
- ▶ Consistently tracked and analyzed partner portal engagement to plan, adjust, and improve portal content
- ▶ Developed partner-facing instructional and training content including presentations, motion graphics, video screen recordings, and interactive page walkthroughs using After Effects, Premiere, and PowerPoint

Senior Web Designer & Ecommerce Specialist

CGI Digital, Rochester, NY

January 2018 - December 2021

- ▶ Designed and updated mobile-responsive websites in WordPress based on customer requests and specifications
- ▶ Introduced and spearheaded inclusion of ecommerce solutions for customers, created standardized setup procedures and provided individualized assistance as needed
- ▶ Developed and maintained training materials including documentation and videos, held regular training sessions for internal users
- ▶ Created graphics and illustrations for web use
- ▶ Stayed up-to-date on current design trends, training methods, and ecommerce platforms
- ▶ Mentored junior designers, providing instruction and teaching new skills

Freelance Web/Graphic Design and Illustration

Patrick King Art, Remote

2010 - present (Currently finishing contracted work, will be available 9/8/2025)

- ▶ Created custom illustration and graphic design for print and web including branding, logo design, album art, social media graphics, event flyers, promotional posters, t-shirt design, motion graphics/animation, and personalized art commissions using Photoshop, Illustrator, and After Effects
- ▶ Prototyped, designed, and developed websites for a variety of customers and fields using Figma, WordPress, and Dreamweaver
- ▶ Worked within brand guidelines and with provided graphic content to develop event flyers and other promotional material
- ▶ Provided website consultation and guidance services to small businesses
- ▶ Set up and maintained online stores using WooCommerce for WordPress and Shopify
- ▶ Worked with third party vendors for print services
- ▶ Created and managed social media, content, and digital marketing campaigns

Web Designer and Content Manager

Austin Books & Comics, Austin, TX

February 2015 - May 2024

- ▶ Designed, built, and maintained store website using WordPress, Dreamweaver, and Photoshop
- ▶ Created and posted web content such as weekly featured releases, videos, and more using After Effects and Premiere
- ▶ Designed in-store shelf recommendation and synopsis displays using Illustrator

Lead Designer/Production Web Designer

CourseTrends/EZLinks (company was purchased and changed names), Austin, TX

Sept 2010 - July 2014 / April 2016 - April 2017

- ▶ Designed mobile-responsive websites using customer-selected templates, color schemes and collateral using Dreamweaver and Photoshop

SKILLS

Graphic Design

- ▶ Adobe Photoshop
- ▶ Adobe Illustrator
- ▶ Adobe InDesign
- ▶ Adobe Acrobat

Web Design

- ▶ Adobe Dreamweaver
- ▶ HTML
- ▶ CSS
- ▶ WordPress
- ▶ Bootstrap
- ▶ Figma
- ▶ Elementor
- ▶ Divi

Ecommerce

- ▶ WooCommerce
- ▶ Etsy
- ▶ Shopify

Motion Graphics

- ▶ Adobe Premiere
- ▶ Adobe After Effects
- ▶ Blender
- ▶ 3ds Max

EDUCATION

University of Texas at Austin

Bachelor of Fine Arts, 2007

Currently working on HubSpot Social Media, Content, and Digital Marketing Certifications

ABOUT ME

I'm a Rochester, NY-based web and print graphic designer. I am proficient in a wide variety of programs related to those fields and enjoy the challenge of building and maintaining tightly-branded multimedia content. I also bring experience with platform user engagement analysis, channel marketing, as well as e-commerce setup with a variety of online stores. I am excited to find a role and a team I can grow with long term.