

Sharlene King

Design + Strategy

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Experience

Innovation Executive, Ignite

Salesforce January 2019 — Current

Engagement lead for digital transformation projects
Working with account teams and c-suites to remove roadblocks, navigate continually changing eco-systems, and create innovation-led cultures
Select clients: Bank of America, Discover Financial Services, HSBC, Northern Trust, State Street, Wells Fargo

Senior UX Designer

Morningstar Inc. April 2013 — January 2019

Created continuous research programs for product teams
Led two rearchitecture campaigns on legacy products
Revised internal process, cutting 2500+ person-hours

Senior Art Director

Acquity Group March 2012 — February 2013

Managed team specializing in clients with complex problems
Manager portal for MAC Cosmetics reducing event-cost by 27%
Redesigned Covidien's product site increasing lead-generation by 19%
Select clients: Border States, Covidien, MAC Cosmetics, Mine Safety Appliances, RR Donnelley, Ulta, Unigroup Inc.

Lead Digital Designer

GA Communication Group March 2010 — March 2012

Established practice for UX discovery with account executives
Partnered with market researchers to define and include user research
Created campaigns for Hospira's injectable recall minimizing churn
Select clients: Electra Bikes, Hospira, Mylan, Obagi Medical, Phadia, Prostakan, Shire Therapeutics, Upher-Smith Laboratories

Various Roles

Freelance 2005 - 2010

Worked as a brand designer, typographer, art director, UX designer, Flash designer, digital and interactive strategist, and creative director
Agencies: A5 Group, Agency MSI, Diet Strychnine, Hartford Design, Digitas, Leo Burnett, Manifest Digital, Segura Inc.

Typographer

T-26 Type Foundry March 2005 — May 2005

In-house type designer
Custom lettering and type setting
Logo and textmark design
Select clients: Coca-Cola, Corbis, Cultura Group, Phillip-Morris, SRAM

Extracurricular

iMentor

2019-2022, North Grand High School

AIGA

National in-house committee, 2016 - 2017
Vice President of Partnerships, 2015 - 2016
Programming Director, 2014 - 2015
Mentor, 2012 - 2017

Girls Do Hack

2013, 2014, 2015
Adler Planetarium - Chicago, IL
Mentor and lab leader

Hacking Health

2012 Toronto, ON
First place, PocketLab

Society of Typographic Arts

Programming director 2010

Speaking

Midwest UX, 2019
Bold: Failures with AIGA, 2019
Accessibility Camp, 2018
Alter Conference, 2018
Table Talks: Data by Design, 2016
Learn the Secret Handshake, 2015
Weapons of Mass Creation, 2015
Prototype Camp, 2012
Refresh Chicago, 2011

Education

School of the Art Institute of Chicago

Bachelors of Fine Arts 2005

Visual Communication
Full-merit scholarship
Elected student representative
Student leadership award