

Arix King has built an elaborate background designing digital products through a love for creating quality solutions for real people and genuine problems. Persistently expanding his skill sets, he is always eager to contribute to any team effort and is willing to put in the effort to learn the details of each problem and market he approaches. Unique backgrounds in fine arts and business give Arix a distinct perspective to applying design for the greater pursuit of a cause. Ultimately, his mission in life is to create delightful experiences and realize the value of design at all levels of a company—from high-level strategy to low-level execution.

## EXPERIENCE

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### Kanga.gg

**Sr. Product Designer**  
Mar 2019 – Present

- Worked as Senior Product Designer and Project Lead across several products in the Kanga ecosystem • Lead the product development pivot from Kanga 1 (Chrome Extension) to Kanga 2 (Mobile & Web App), including the development of the Kanga Creator Portal, resulting in over 75K visitors in the first 3 months with \$0.00 spend on paid promotion or advertising • Designed experience to lead 2% visitor to user account creation conversion and secured partnership with Emiru (Gaming Influencer) to assist with growth • Responsibilities included: branding, web design & development, user interface & user experience design, interaction design, rapid prototyping, user research, design & development project management (Agile), product strategy & specification documentation, partnership & marketing initiatives, and leading design team operations • Worked closely with engineers in React/React Native frameworks • Worked closely with CEO to strategize product

### GammaNow

**Product Designer**  
Dec 2017 – Mar 2019

- Worked as primary Product Designer at GammaNow on critical projects, including the GammaNow (Cryptocurrency) Miner, Aura Network, HashDragons, and in collaboration with Razer.com on the Razer Silver Miner. • Responsibilities included: user interface design, product strategy, user experience design, user research, and fundraising • Worked closely along side CTO and engineering team to create simple, easy-to-use crypto-mining experiences for gamers • In 2019, GammaNow was acquired and continues to serve as part of the core experience to Razer's Silver platform

### Lumenary

**Product Designer**  
Oct 2016 – Dec 2017

- Worked as a staff Product Designer on a variety of client projects, including: branding, web design, app design, presentation design, and more • Responsibilities included client relations, project management, design ops, and collaborative designing • Clients included those in the blockchain, fintech, non-profit, and social media marketing sectors • Notable clients include BlockFi.com and CariClub.com

### Beacon

**UI/UX Designer**  
Apr 2015 – Sept 2015

- Designed a variety of digital and print media for Beacon, including: website, web/mobile applications, corporate proposals, advertisements, and more • Work assisted with raising \$7.5 million in seed round capital and over \$300k monthly revenue. • Worked closely with developers and project managers to establish an importance for design within the company for future growth.

### Freelance

**Multidisciplinary Designer**  
Jan 2010 – Present

- Freelance design has been an ongoing pursuit for the past decade, on a as-needed basis • Design work performed as a freelancer includes: branding, graphic design, pitch & fundraising materials, motion graphics, web design & development, interface design, user experience design, product strategy, user research, and ecommerce • Notable clients include HoochRewards.com, DCave.com, TechTalia.org, and others in the New York City area

## EDUCATION

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### Baylor University

Sept 2012 – May 2016

**B.F.A. Studio Art – Graphic Design**

Baylor Gaming Association, Organizer • HackWaco, Founder

## SKILLS

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- Product Strategy
- Interface Design
- Brand Design
- User Research
- User Experience Design
- HTML/CSS/JS
- Prototyping
- Photography
- Sketching/Drawing

## TOOLS

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- Figma
- Sketch
- Zeplin
- Webflow
- Linear
- Notion
- Slack
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe AfterEffects
- Cinema 4D
- Asana

## HONORS

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Boy Scouts of America, Eagle Scout

## PUBLIC SPEAKING

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Guest Speaker at Burlington Code Academy, Fall 2020