ESTHER KIM

VISUAL DESIGNER

estherkimartwork.com

SKILLS:

UI/UX • Graphic Design • Adobe Creative Cloud • Figma • Wordpress • Wix Studio • HTML/CSS

EDUCATION:

The Art Institute | Bachelors in Fine Arts | Media Arts & Animation

CERTIFICATIONS:

Google | Google's Foundations of User Experience Design
University of London | Responsive Design
University of London | Responsive Website Code with HTML, CSS, and Javascript

EXPERIENCE:

Localvest | Jan 2016- Present
VISUAL DESIGNER

UI/UX Responsibilities

- Produce high-quality solutions through flow diagrams, graphic designs, and wireframes.
- Incorporates UI/UX best practices in website design and adapt designs for mobile formats.
- Create and prototype designs using Figma and Adobe Creative Cloud apps.
- Collaborate with Development team to ensure product is on correct timeline and prioritize tasks & QA test designs.
- Collaborate with Customer Success team to conduct effective User Research
- Train and guide junior designer.
- Create and maintain company marketing website on Word Press
- Maintain Figma design system to ensure consistent UI and branding

Graphic Design Responsibilities

- Create graphics and design layouts for email, web, landing pages, marketing ads, and Powerpoint
- Collaborate with the marketing department and support campaigns with design solutions.
- Train junior graphic designers and team members on company branding

Product Responsibilities

- Define product strategy and roadmap.
- Set project deadlines and content goals.
- Train QA testers on platform and JIRA
- QA test.
- Consult with Sales to ensure our clients are achieving success/desired outcomes on platform.

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K2M | Mar 2016 – May 2016
GRAPHIC DESIGN MARKETING ASSISTANT

- Assisted with the design, development, approval, and production of digital and print marketing materials.
- Used knowledge of Adobe Creative Suite {In Design, Illustrator, and Photoshop) and Autodesk Maya 3D animation software to produce graphics for digital and print marketing materials.
- Assisted with drafting, proofreading, and editing copy for marketing literature, press releases, website, advertisements, etc.
- Assisted with administration of the marketing collateral routing process.
- Assisted with the printing, distribution, and inventory control of marketing literature through the fulfillment center.
- Assisted with maintenance of the K2M Marketing Library of logos/images and the K2M Style Guide to ensure consistency with branding and messaging.
- Met with product management teams and other marketing managers to discuss marketing communication and graphic design needs.
- Remained abreast of technological advances and trends in digital/print marketing media and applies acquired knowledge to job functions.