



# Esther Kim

## Product & Marketing Designer

Innovative Lead and Founding Designer with over 8 years of experience in Product and Marketing Design. Expert in driving creative initiatives, crafting user-centric designs, and developing cohesive visual identities. Proven ability to lead end-to-end design processes and deliver impactful solutions that elevate user experiences and brand presence.

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## Experience

### Lead Product & Marketing Designer

Mar 2019- Current

Localvest

- Founding designer of the Localvest SaaS application and brand attracting over 7,000 users.
- Conducted comprehensive user research and usability testing, increasing user engagement by 20% within four months.
- Designed wireframes and high-fidelity prototypes using Figma and Adobe XD, accelerating the design process.
- Developed and maintained a robust design system, ensuring consistency and reducing design debt by 50%.
- Collaborated with product managers, developers, and stakeholders to define and refine product requirements and design solutions.
- Integrated user feedback into iterative design improvements through rigorous research and testing.
- Managed end-to-end marketing design projects, including email campaigns, web pages, advertisements, social media posts, and motion graphics, aligning deliverables with client goals to drive measurable results.
- Mentored junior designers, fostering professional growth and enhancing team capabilities.

### Graphics & UI/UX Designer

Jan 2016- Mar 2019

Militello Capital

- Led the design, development, and production of digital and print marketing materials, enhancing brand visibility by 20% and customer engagement by 15%.
- Designed graphics and layouts for industry reports, KPIs, emails, web pages, Powerpoints, and other digital content.
- Partnered with the marketing department to support campaigns with innovative design solutions.
- Applied UI/UX best practices to website designs and optimized layouts for mobile formats, improving overall user experience.

### Marketing Graphic Designer

Mar- May 2016

K2M (Acquired by Stryker)

- Designed, developed, and distributed comprehensive digital and print marketing materials.
- Produced high-quality graphics using Adobe Creative Suite and Autodesk Maya, enhancing visual content.
- Managed marketing collateral, logos, image libraries, and style guides to ensure brand consistency.

## Education & Certifications

### Bachelor of Fine Arts in Media Arts & Animation

Art Institute of Atlanta

### Foundations of User Experience Design

Google

### Responsive Website Code with HTML, CSS, and Javascript

University of London

## Tools

- Figma
- Adobe Creative Suite: *Photoshop, Illustrator, Indesign, After Effects*
- Atlassian JIRA
- Wordpress
- Framer
- Wix
- Hubspot
- Powerpoint

## Skills

- User-Centered Web Design
- Prototyping & Wireframing
- Usability Testing
- Interaction Design
- Design Systems
- Agile Methodologies
- Cross-Functional Collaboration
- Responsive Design
- HTML, CSS, and Javascript
- QA Testing in JIRA
- Branding & Identity
- Social Media Advertising
- Typography
- Graphic Design/Illustration
- Motion Graphics
- Photo & Video Editing
- 3D Modeling