

# ESTHER KIM

## GRAPHIC AND UI/UX DESIGNER

[estherkimartwork.com](http://estherkimartwork.com)



## WORK EXPERIENCE

### CREATIVE DIRECTOR

Localvest Mar 2019 - Present · 3 yrs 9 mos

Oversee the development of all creative content of Localvest

#### UI/UX Responsibilities

- Ensure the creation and implementation of customized experiences for the digital user
- 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 Adobe Creative Cloud apps such as Adobe XD, Illustrator, Photoshop, After Effects and more.
- Collaborate with Development team to ensure product is on correct timeline and prioritize tasks
- Collaborate with Customer Success team to conduct effective User Research
- Train and guide junior designer

#### Graphic Designer Responsibilities

- Create graphics and design layouts for industry reports, email, web, landing pages and other digital content
- 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

### GRAPHICS AND UI/UX DESIGNER

Localvest Jan 2016 - Mar 2019 · 3 yrs 3 mos

#### UI/UX Responsibilities

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### GRAPHIC DESIGN MARKETING ASSISTANT

K2M Mar 2016 - May 2016 · 3 mos

- Assisted with the design, development, approval, and production of digital and print marketing materials.
- Used knowledge of Adobe Creative Suite (InDesign, 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.

## CERTIFICATIONS

Responsive Design  
University of London

Google UX Design  
Google

## SKILLS

Graphic Design

Adobe Creative Cloud

Powerpoint

UI/UX

Product

Web Design

HTML/CSS

## CONTACT

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