

ESTHER KIM



PRODUCT & GRAPHIC DESIGNER

Portfolio: estherkimartwork.com

SKILLS

- **Product Design:** Interactive Design, Design Systems, High Fidelity Mockups, HCI, User Research, Wireframing, Prototyping, User Flows, Mobile App Design, Responsive Design
 - **Tools:** Figma, Adobe Creative Cloud, JIRA, HTML/CSS, Wordpress, Wix Studio, Asana
 - **Additional Skills:** UI/UX Design, Graphic Design, Team Collaboration, QA Testing, 3D, Motion Design
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EDUCATION

The Art Institute

Bachelor's 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
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EXPERIENCE

Hornet Capital

Oct 2024 – Present

Senior Product & Graphic Designer

- **Product Design & UI/UX:**
 - Designed and shipped Hornet Capital's first mobile app, delivering seamless experiences across devices.
 - Developed and maintained scalable design systems in Figma to support consistency across the borrower portal, investor dashboard, and internal tools.
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- Created interactive prototypes to visualize user flows, test concepts, and guide development with clarity and precision.
- Applied interaction design principles to craft intuitive microinteractions and engaging UI behaviors that enhance usability and delight.
- Translated complex lending and investment processes into wireframes, user flows, and high-fidelity mockups.
- Collaborated cross-functionally with dev, executive, and loan teams to align business goals with user-centric design.
- Conducted user testing and applied insights to iterate and improve product usability.
- Oversaw design implementation and QA to ensure pixel-perfect execution and functionality.
- **Graphic & Motion Design:**
 - Led a full redesign of the marketing website, resulting in a 250% increase in web traffic and improved lead generation.
 - Directed brand identity and visual storytelling across all marketing and investor-facing assets.
 - Created custom graphics, investor presentation decks, and animated videos using Adobe Creative Suite, PowerPoint, After Effects, and Premiere Pro.
 - Produced social media visuals, print materials, and event collateral to support growth campaigns and sales initiatives.
 - Developed motion graphics and explainer animations to simplify and elevate complex financial concepts.
 - Managed creative timelines and deliverables, ensuring high-quality output on tight turnarounds.

Localvest

Jan 2016 – Sept 2024

Senior Product & Graphic Designer

- **Product Design & UI/UX:**
 - Define product strategy and roadmap.
 - Set project deadlines and content goals.
 - Conduct user research and incorporate findings into design iterations.

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- Collaborate with Sales and Customer Success teams to ensure clients achieve desired outcomes.
- Maintain and update design systems in Figma to ensure UI consistency and branding.
- Produce high-quality solutions through user flows, wireframes, low and high-fidelity mockups, and prototypes.
- Iterate on designs based on user feedback and data-driven insights.
- Implement UI/UX best practices for web and mobile designs.
- Collaborate with development teams to align project timelines and prioritize tasks.
- Conduct QA testing to ensure design integrity and functionality.
- Train and mentor junior designers.
- Lead design review sessions and provide constructive feedback.
- **Graphic Design:**
 - Create graphics and layouts for email, web, landing pages, marketing ads, and presentations.
 - Support paid marketing campaigns with creative design solutions.
 - Design and create websites for clients.
 - Design and provide marketing clients with graphic and brand solutions.
 - Train and mentor junior designers.
 - Lead design review sessions and provide constructive feedback.

K2M

Mar 2016 – May 2016

Graphic Design Marketing Assistant

- Assisted with the design, development, and production of digital and print marketing materials.
- Created graphics using Adobe Creative Suite and Autodesk Maya 3D animation software.
- Drafted, proofread, and edited copy for marketing literature and press releases.
- Maintained marketing collateral, logos/images library, and style guide for consistent branding.