

Jeff Esterby

DESIGNER // DEVELOPER

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QUALIFICATIONS

Adobe Creative Suite

HTML5/CSS3

Javascript/jQuery

PHP

ActionScript 2/3

Responsive design

Traditional/digital illustration

Typography/Font editing and creation

Audio/Video/Photo editing and production

SEO

CMS experience - Wordpress, Textpattern, etc.

Email marketing - Constant Contact, Mailchimp, Campaign Monitor, SendGrid

Currently studying: Sass/Compass, Swift, Git

WORK EXPERIENCE // FULL TIME

Flavorus – www.flavorus.com | 2013-Current – Los Angeles, CA | Product Designer

- Redesigned client facing sales and marketing pages for the Flavorus website.
- Designed and developed WordPress event sites for ticketing clients.
- Developed white label ticketing pages for various clients and events.
- Designed, developed and scheduled e-mail blasts using SendGrid.
- Designed proposals and marketing decks for sales and client support teams.

When You Wish – www.whenyouwish.com | 2012-2013 – Santa Monica, CA | Chief Creative Officer

- Launched When You Wish site refresh in November 2012.
- Created educational illustrations and infographics for brand vision statements and tutorials.
- Responsible for the overall visual aesthetic across all online and print assets for When You Wish.
- Designed, templated and scheduled e-mail blasts using MailChimp.
- Designed folders, business cards, and updated company logo / identity.

PageGrove – www.pagegrove.com | 2012-2013 – Santa Monica, CA | Creative Lead

- Designed websites, decks and marketing collateral for PageGrove.
- R&D, design and rapid prototyping for clients like explore.org, The Jane Goodall Foundation and Veggie Grill
- Designed pitch decks, business cards, and updated company logo / identity.

Adiamor – www.adiamor.com | 2010 - 2012 - Los Angeles, CA | Creative Lead

- Launched Adiamor site redesign and mobile site.
- Responsible for the overall visual aesthetic across all online and print assets for Adiamor.
- Created concepts and copy for, designed and scheduled e-mail blasts using Constant Contact and MailChimp.
- Designed folders, business cards and updated company logo / identity.
- Designs and concepts for Adiamor iPhone application.

WORK EXPERIENCE // FULL TIME (continued)

ShopNBC – www.shopnbc.com | 2005-2009 – Eden Prairie, MN | Senior Interactive Designer

- Designed and scheduled daily e-mail blasts, interactive flash pieces, banners, and logos consistent with ShopNBC and outside vendor identities.
- Worked closely with copywriters, directors and designers to concept and execute creative solutions while maintaining brand integrity.
- Implemented and helped concept the 2006 ShopNBC site redesign with the interactive team.
- Launched the ShopNBC Amazon storefront using the Amazon SellerCentral tool.
- UI design and implementation for the Phase I launch of the ShopNBC.TV beta site.
- Created skin for Adobe Scene7-powered image viewer / Flash video player for ShopNBC.com.
- Designed branded boutique site targeted towards elite watch customers.

Plato Learning, Inc. – www.plato.com | 2004-2005 – Bloomington, MN | Graphic Artist / Illustrator

- Worked on teams with writers, designers and production specialists to ensure quality and consistency within the product
- Used Adobe Flash and proprietary editing software to storyboard, illustrate and layout e-learning courseware for Foundational Mathematics.
- Created custom geometry font for use with Plato software.

WORK EXPERIENCE // FREELANCE

Kari Kimmel | 2011-Current – Los Angeles, CA | Designer

- Currently designing artwork for Kari Kimmel's upcoming album 'Black'.
- Video retouching/editing/beauty work for Kari Kimmel's video 'Fix You Up'.
- Designed new monthly email newsletter template design for MailChimp.
- Designed album artwork for Kari Kimmel's 2011 Album 'Go'.
- Designed cover / CD artwork for Kari Kimmel's 2011 Singles 'Christmastime' and 'Black'.

Sofie Biosciences – www.sofiebio.com | 2010-2012 – Culver City, CA | Designer

- Designed conference booths for SNM in Salt Lake City, Utah and WMIC in Kyoto, Japan.
- Storyboarded, designed and illustrated an informational video for company vision statement.
- Created marketing materials such as brochures, t-shirts and other collateral for use at conferences.
- Updated design of company website and online content using the Textpattern CMS.
- Design consultation for product suite including front lamp design for the GENISYS4. Additional work commissioned to expand the educational component of the brand.
- Designed iPad application for Sofie's commercial radiochemistry solution Elixys.

Momentum Biosciences – www.momentum-biosciences.com | 2010 – Culver City, CA | Web Designer

- Designed and developed website for Southern California biotech incubator.

Gage – www.gage.com | 2005 – Golden Valley, MN | Graphic Artist – Contract

- Created microsites, banner ads and supplemental graphics for corporate clients including Sony, Microsoft and Symantec.