

# KIM ESTOESTA

## ILLUSTRATION & DESIGN

[HTTPS://WWW.KIMESTOESTA.COM](https://www.kimestoesta.com)  
KIMESTOESTA@GMAIL.COM

## EDUCATION

University of Florida | Gainesville, FL

### BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Admitted through portfolio review. Program consists of a studio environment that promotes community, collaboration and concept development.

## TECHNICAL SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Adobe Premier Pro  
HTML/CSS  
UX/UI  
Cinema 4D  
Figma  
Sketch

## LEADERSHIP

### GITHUB

Adacats ERG Active Member | 2019

Helped build and develop GitHub's marginalized gender employee resource group. Adacats are champions of and for marginalized genders in tech.

DI&B Facilitator | 2019

Part of a diversity, inclusion, and belonging team trained to facilitate workshops on counteracting unconscious bias.

## EXPERIENCE

AUG 2019  
- PRESENT **CircleCI** | San Francisco, CA - Remote

### SENIOR VISUAL DESIGNER

Developed a new visual brand language, based on user research. Lead explorations on illustrations and documentation of brand guidelines. Implemented and documented design team processes.

OCT 2019  
- PRESENT **Estoesta Creative Studios LLC** | Freelance

### FOUNDER & CONSULTANT

Founded a full-service creative studio. Provided consultation, user research, illustration, motion and animation, design, and web development for clients such as Glitch SBC and GitHub.

SEPT 2016  
- AUG 2019 **GitHub** | San Francisco, CA

### VISUAL DESIGNER

Designed and collaborated on cross functional teams, shipping marketing campaigns for digital and print. Led event branding and production for GitHub Constellation and Git Merge 2017-2019.

MAY 2016  
- SEPT 2016 **Primal Screen** | Atlanta, GA

### DESIGN INTERN

Developed digital and interactive media for broadcast, web, mobile, and educational games at an agency for clients like PBS, Cartoon Network, and Sesame Street.

AUG 2015  
- APRIL 2016 **University of Florida RecSports** | Gainesville, FL

### MARKETING DEPARTMENT GRAPHIC DESIGNER

Designed and collaborated with an internal team to create promotional posters, flyers, shirts, and digital ads/videos for the department of Recreational Sports at the University of Florida.

JUNE 2015  
- AUG 2015 **Yahoo** | New York, NY

### CREATIVE DEPARTMENT DESIGN INTERN

Designed and assisted with various company brand campaigns including takeover ads for the "For Mobile" campaign and event designs for the press release of the app Yahoo LiveText.

AUG 2014  
- MAY 2015 **StarterSpace** | Gainesville, FL

### CREATIVE DIRECTOR

Managed design projects and consulted for startup companies within Starterspace. Conceived and designed logos, websites, flyers, and other digital and print material for startups.