

ESTHER HONG

Multidisciplinary Design Student *

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Esther is a self taught multidisciplinary design student concentrating on branding identity, web design, and typography. As a former English and Psychology major, She holds a keen sensibility towards human desires, experiences, and psyches: all things pertinent to good design. As a new designer, she's eager to gain experience and learn from professional designers in the workforce.

WORK EXPERIENCE

2022 - Current

BRAND DESIGNER

Ambrosia | New York, New York

Ambrosia is a creative tech startup in its early stages, aspiring to specialize in Web3, creative sponsorship/brand deals, and artistic digital installations centered on algorithms and identity. On the job, I:

- Direct web design and branding identity
- Iterate dozens of typefaces and logos weekly
- Collaborate with co-designers on creative direction, art creation, and style

2021 - Current

GRAPHIC DESIGNER

Weston Estate | Raleigh, North Carolina

• Designed a majority of the band's visual assets, including a four-piece merchandise collection, title cards/graphic animations for Youtube content, and official logos

• Strategized band's re-branding and online persona growth with band members, media producers, and record label staff

• Currently building a media/e-commerce website for merchandise sales, content viewing, and band announcements.

• Presently recording and editing video content for the band's Maggie Valley tour shows in Los Angeles

2020 - Current

FOUNDER

Petrichor Jewelry | Durham, North Carolina

• Individually founded a small jewelry brand that has grown a fervent audience, with bi-weekly jewelry drops selling out in 6 minutes on average.

• Exercise full creative control in designing all pieces from scratch and by hand. All pieces are made with upcycled everyday objects, like broken watches, circuit boards, keychains, etc.

• Direct all marketing rollouts: photoshoots, promotional video, social media engagement, collection concepts, aesthetics, copywriting, etc.

• Creating a fully functioning Shopify site for my brand, which will be complete with SEO optimization, custom CSS&HTML features, and a portal for fellow

EDUCATION

2023

Visual Media Studies Major
Computational Media &
Psychology Minors

Duke University

SKILLS

User Research

Low & Hi Fidelity Prototyping

Web Design

Branding

Typography

Graphic & 3D Design

Basic Animation

Social Media Analytics

3D Design

PROGRAMS

Blender

Figma

Sketch

CSS / HTML

Javascript

Illustrator

Photoshop

Lightroom

InDesign

After Effects

XD

INTERESTS

Fashion

Film

Literature

Music

