

# Esther Kim

Los Angeles, CA  
253.389.9100

kimesther.com  
esther.ykim2@gmail.com

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## Experience

### Amazon

Devices & Services  
Sept 2022 – June 2023

### UI/Visual UX Designer

Designed interfaces and experiences for Amazon Halo, Amazon's health and wellness services and hardware devices. Led the redesign of Halo's design system and UI components from concept to implementation. Guided designers and cross-functional partners to align to the new design direction for Halo Digital, a personalized AI-based fitness training service leveraging computer vision and ML.

### WeTransfer

Acquired FiftyThree  
Feb 2019 – Aug 2022

### Product Designer I & II

Designed end-to-end experiences for Paste, a collaborative presentation tool and Portals, a creative workflow tool. Brought delight and clarity to user experiences for Paste and Portals by integrating design expressions and systems into product experiences. Developed WeTransfer's overall product brand language.

### Lippincott

Oliver Wyman Group  
Sept 2018 – Jan 2019

### Design Intern

Created branded experiences, design systems and brand identities for clients including Goldman Sachs, Barclays, GoDaddy, and CIBC. Collaborated with the innovation team to design future forward digital experiences.

### Tectonic

Acquired by Blink UX  
June 2017 – Sept 2017

### UX/UI Design Intern

Worked collaboratively with the creative team to assist clients envision the future of their digital products. Clients include Amazon and Indeed.

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## Education

### University of Washington

Sept 2014 – June 2018  
Seattle, WA

### Interaction Design

Bachelor of Design

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## Expertise

### UX/UI

Design systems, accessibility, prototyping, wireframing, information architecture, motion design, interaction design, branding, illustration

### Software

Figma, Principle, Protopie, Sketch, After Effects, Blender, Illustrator, InDesign, Photoshop, Miro, Jira, Webflow, InVision

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## Awards

### Paste by WeTransfer

2020 – 2021

### The Webby Awards

Webby Winner  
Websites and Mobile Sites  
Web Services & Applications

### Core77 Design Awards

Consumer Technology Award