

# Jeff Esterby

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## Experience

1995–Present Port Design Fargo, ND/Minneapolis, MN  
Freelance Designer/Illustrator

- Created Illustration/Animation for Original and Commercial Web and Print Design Projects.

2003–2004 The Catalyst Group Fargo, ND  
Graphic Designer/Illustrator

- Designed Graphic User Interfaces for the Catalyst Group's Online Ordering and Tech Support Software.
- Designed CD-ROMs and Campus Materials for Moorhead State University – Minnesota.
- Designed and Implemented websites.
- Designed and Animated E-Cards in Flash.
- Designed Window Posters and Storefront Advertising for Local Restaurants and Businesses.

2004–2005 Plato Learning, Inc. Bloomington, MN  
Graphic Artist

- Used Flash and proprietary editing software to illustrate and layout e-learning courseware for Foundational Mathematics.
- Worked on teams with Writers, Designers and Production Specialists to ensure quality and consistency within the product.

2005- Gage Golden Valley, MN  
Graphic Artist -Freelance

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

2005-2007 ShopNBC Eden Prairie, MN  
Interactive Graphic Designer

- Responsible for designing and scheduling daily e-mail blasts. Interactive and static flash pieces, banners, logos and other site pages and assets as required.
- Worked closely with copywriters, directors and other designers to concept and execute creative solutions while maintaining brand integrity and consistency.
- Worked with interactive design team to concept and implement the 2006 ShopNBC site redesign.
- Designed and launched the ShopNBC Amazon storefront using Amazon's SellerCentral tool.
- Designed and helped implement the Phase I launch of the ShopNBC.TV beta site.
- Designed skin for the new Scene7-powered image viewer and new flash video player for ShopNBC.com with improved functionality.
- Currently designing WatchOrbit.com boutique site targeted towards elite watch

customers.

## Skills

- Adobe Acrobat
- Adobe Audition
- Adobe Photoshop
- Adobe Illustrator
- Adobe Imageready
- Adobe Streamline
- Corel Graphics Suite
- Macromedia Fireworks
- Macromedia Flash
- Macromedia Fontographer
- Steinberg Cubase
- Steinberg Nuendo

## Work

**Port Interface** [port.movingunits.com](http://port.movingunits.com)

- Flash portfolio site showcasing professional and non-professional works.

**Trucklebunny and Friends** [port.movingunits.com/trucklebunny](http://port.movingunits.com/trucklebunny)<http://port.movingunits.com/>

- Developed Macromedia Flash cartoon short with original characters and music.

**Plone** [www.movingunits.com/plone](http://www.movingunits.com/plone)

- Designed and currently maintaining flash fan site for the band Plone.

**Ghosts and Vodka - Precious Blood**

- Album artwork for Chicago-based instrumental rock band Ghosts and Vodka.

**City of Southfield, Michigan - 911 Project** [www.cityofsouthfield.com](http://www.cityofsouthfield.com)

- Interactive flash presentation for kids teaching the proper usage of the 911 emergency system. Character design, animation, implementation, and sound design.

**Thousand Oaks Teen Center** <http://www.movingunits.com/plone>

- Animated Flash intro for Thousand Oaks-based Teen Recreation Center. Character design, animation and sound design.

**The Cult**

- Flash intro and animations for rock band The Cult.

**Southlander** [www.southlander.net](http://www.southlander.net)

- Illustration and Flash Implementation for Independent Film Southlander.

**Papa Roach** [www.movingunits.com/resume/paparoach](http://www.movingunits.com/resume/paparoach)

- Implemented Flash Interface and Navigation for Rock Band Papa Roach's website.

**Tenacious D**

- Design for rock band Tenacious D's tour shirts and itinerary booklets. Character and layout design.

**Duffs**[www.duffs.com](http://www.duffs.com)

- Implemented Flash Interface and Navigation for Duffs Apparel website.

**Gay Fuel**[www.gayfuel.com](http://www.gayfuel.com)

- Implemented Flash Navigation for Gay Fuel Energy Drink website.

**Cinder Block**[www.cinderblock.com](http://www.cinderblock.com)

- Created Flash banner for Cinder Block's website.

**Beck**[www.beck.com](http://www.beck.com)

- Implemented Flash Interface and Navigation for Beck.com.
- Created Flash Mp3 Players for release of Beck's "Sea Change" album and to commemorate the 10 year anniversary of Beck's "Mellow Gold" album.

**\*REFERENCES AVAILABLE UPON REQUEST**