

Jeff Esterby

Experience

1995–Present Self-Employed 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-Present ShopNBC Eden Prairie, MN
Senior 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
- Adobe Soundbooth
- Adobe Flash
- Macromedia Fontographer
- Steinberg Cubase
- Steinberg Nuendo

Work

Port Interface port.movingunits.com

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

Trucklebunny and Friends port.movingunits.com/trucklebunny

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

Plone 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

- 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

- 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

- Illustration and Flash Implementation for Independent Film Southlander.

Papa Roach 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.

Duffswww.duffs.com

- Implemented Flash Interface and Navigation for Duffs Apparel website.

Gay Fuelwww.gayfuel.com

- Implemented Flash Navigation for Gay Fuel Energy Drink website.

Cinder Blockwww.cinderblock.com

- Created Flash banner for Cinder Block's website.

Beckwww.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**