

# Esteban Giménez Zapiola

## Curriculum Vitae



**Date of birth:** 20.05.1989. **Age:** 25 años.  
**Marital status:** Single. **Nationality:** Argentina.  
**Address:** 2/121 Curlewis Street, Bondi Beach | Australia.  
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**@mail:** estebangz@gmail.com  
**Portfolio:** estebangz.com.ar

### + Work Experience

#### **User Experience Designer at Kasiopea [kasiopea.net] July 2012 - December 2014.**

In charge of defining Design Strategies based on interface and user's experience.  
Responsible for managing designs of communication material.  
Direct supervision of external developers and designers.  
In charge of implementing Communication Strategies. Web design, online campaigns and result oriented reports.  
Direct relation with the main clients of the company.

#### **Design & Strategic Communication | Freelance [estebangz.com.ar] September 2010 - Present.**

Design, consulting and brand management. Branding.

##### **Latest Projects:**

Loreto Bakery | loretobakery.com [ Atlanta, EEUU ] Branding + Communication Design.  
Prosumia | prosumia.la [México & Argentina] Brand development + Web design.  
Climadesign | <http://bit.ly/1yEKng2> [Buenos Aires, Argentina] Brand development.  
Evelop Group | evelopgroup.com [Atlanta, EEUU] Brand development + Web Design.

#### **Graphic Designer at Mendióroz Design [mendiorozdesign.com.ar] January - December 2010**

Implementation of the restyling of airport and malls signage. In charge of making design plans and art documentation.  
Responsible for approving color tests and design material done by external vendors.

##### **Projects:**

Airport signage restyling - Aeropuertos Argentina 2000 (Argentina)  
Mall signage restyling - Boulevard Marina (Chile)  
Supermarket signage restyling - Plaza Veá (Perú)

#### **Jr. Graphic Designer at Opción Creativa [opcioncreativa.com.ar] August 2009 - January 2010.**

Developing corporate identities and digital communication.

#### **Ski Instructor at Crested Butte Mountain Resort (EEUU - Colorado) [skicb.com] Seasons 2009-2011-2012**

Certificated Ski Instructor (PSIA).

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### + Studies

#### **Specialization in Design of Corporate Identity and Image management | Universidad de Palermo. [2012/2013]**

\*Graduate. Average rating: 8,33/10.

#### **Graphic Designer | Universidad de Palermo. Undergraduate Diploma. [2009/2012]**

\*Graduate. Average rating: 8,5/10 | <http://bit.ly/1t6pwBH>

**Highschool: Bachelor degree with Social Science orientation | San Juan el Prescursor Highschool. [2006]**

**English: First Certificate in english (FCE). University of Cambridge, England. [Excelente level]**

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### **Skills:**

Adobe Creative Suite CC [100%] | Microsoft Office [100%] | Wordpress [85%] | SEO & SEM [60%] | html & css [50%] | php [35%]

### **Extracurricular Activities:**

**Design + writing and content management:** soulrider.com.ar | **Art:** Pinting - María Iturralde workshop | **Sports:** soccer, surf, ski, golf.