

# Esteban Gimenez Zapiola

**Nationality:** Argentinian. | **Address:** 1/ 24 Quinton Road, Manly - Australia.

**Mobile:** (+61) 0424 034 069 | **Email:** estebangz@gmail.com | **Portfolio:** [estebangz.com.ar](http://estebangz.com.ar)

## + Working Experience

### **Visual Designer at Brand Chemistry [[brandchemistry.com.au](http://brandchemistry.com.au)] March 2015 - Present.**

Successfully re-styled company Brand and restyled new brand guidelines;

Design Strategies based on interface and user's experience. Design wireframes and present new digital ideas;

Responsible for developing designs of print and digital communication material;

In charge of designing infographic flyers & Illustrations.

In charge SEO & Keyword research for client websites and Online Marketing Campaigns.

Successfully designed & developed Bc new Website WP [[brandchemistry.com.au](http://brandchemistry.com.au)]

### **Graphic and Web Designer at Av-Comm [[avcomm.com.au](http://avcomm.com.au)] January 2015 - Present.**

Successfully re-styled company Brand and developed new brand book;

Design Strategies based on interface and user's experience. Design wireframes and present new digital ideas;

Responsible for developing designs of print and digital communication material;

Successfully designed and developed Tecsun Radios WP E-Commerce Website [[tecsunradios.com.au](http://tecsunradios.com.au)]

In charge of planning and implementing Online Marketing Campaigns and result oriented reports.

Successfully designed & developed Av-Comm new WP + E-Commerce Website [[avcomm.com.au](http://avcomm.com.au)]

### **UX Designer at Kasiopea [[kasiopea.net](http://kasiopea.net)] June 2011 - December 2014.**

In charge of defining Design Strategies based on interface and user's experience;

Responsible for managing designs of digital communication material;

Create and present wireframes with new UX ideas (Balsamiq & Origami);

Strategically implement typography, images and colors to digital projects;

Direct supervision of external developers and designers;

In charge of implementing Comm. Strategies. Web & App designs, online campaigns and result oriented reports;

Responsible for developing stronger brand relationships (Social Media Management);

Direct liaison with the main clients of the company.

#### **Latest Projects:**

Talentsquare - [talentsquare.com](http://talentsquare.com) [Worldwide] Full Brand Design + Planning. Web, CMS and Dashboard Design.

Cuanta Energia Tienes - [cuantaenergiatienes.com](http://cuantaenergiatienes.com) [GDF SUEZ LA] Brand Design + Web & Dashboard Design.

Duke-Energy - [workwithus.duke-energy.com](http://workwithus.duke-energy.com) [Latin America] Wordpress Web Design.

Kasiopea - [kasiopea.net](http://kasiopea.net) [Argentina] Wordpress Web Re-Design and development.

#### **Referees:**

Mariano de la Vega - Email: [mariano@kasiopea.net](mailto:mariano@kasiopea.net) - Mobile: +5491150126681

Fernando Botet - Email: [Fernando@kasiopea.net](mailto:Fernando@kasiopea.net) - Mobile: +5491150108945

### **Design & Strategic Communication | Freelance [[estebangz.com.ar](http://estebangz.com.ar)] September 2010 - Present.**

Design, consulting and brand management. Branding.

#### **Latest Projects:**

Loreto Bakery - [loretobakery.com](http://loretobakery.com) [Atlanta, USA] Branding + Planning + Web Design.

\*Referee: Marcos Abelleira - Co-Founder | Mobile: +14048347068 - Email: [marcosabelleira@gmail.com](mailto:marcosabelleira@gmail.com)

Isi-Market - [isi-market.com](http://isi-market.com) [Latin America] Brand Restyling + Infography Design + Web design + Online Planning.

\*Referee: Juan Hidalgo - Co-Founder | Mobile: +5491156564715 - Email: [juanhidalgo@gmail.com](mailto:juanhidalgo@gmail.com)

Evelop Group - [evelopgroup.com](http://evelopgroup.com) [Atlanta, EEUU] Branding + Planning + Web Design

\*Referee: Francisco Najera - Co-Founder | Mobile: +14048171761 - Email: [francisco.najera@evelopgroup.com](mailto:francisco.najera@evelopgroup.com)

Prosumia - [prosumia.la](http://prosumia.la) [México & Argentina] Brand development + Web design.

\*Referee: Juan Hidalgo - Co-Founder | Mobile: +5491156564715 - Email: [juanhidalgo@gmail.com](mailto:juanhidalgo@gmail.com)

### **Graphic Designer at Mendioroz Design [[mendiorozdesign.com.ar](http://mendiorozdesign.com.ar)] August 2009 - December 2010**

In charge of making design plans and art documentation for the restyling of signage for airport and shopping malls;

Responsible for approving colour tests and design material done by external vendors;  
Branding and packaging development.

**Projects:**

Airport signage restyling - Aeropuertos Argentina 2000 (Argentina)

Mall signage restyling - Boulevard Marina (Chile)

Supermarket signage restyling - Plaza Vea (Perú)

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

Certificated Ski Instructor (PSIA).

**+ Studies**

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

\*Graduated. Grade Point Average: 8,33/10.

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

\*Graduated. Grade Point Average: 8,5/10 | <http://bit.ly/1t6pwBH>

**High school:** Bachelor degree with Social Science orientation | San Juan el Precursor High school. **[2006]**

**English:** First Certificate in English (FCE). University of Cambridge, England. Able to both speak and write fluently.

**+ Skills:**

Adobe Creative Suite CC [100%] | Microsoft Office [100%] | Wordpress [100%]

Html & CSS [75%] | SEO & SEM [75%]

JavaScript [50%] | PHP [40%]

**+ Extracurricular Activities:**

**Design + write & edition:** [soulrider.com.ar](http://soulrider.com.ar) | **Art:** Painting - María Iturralde workshop | **Sports:** soccer, surf, ski, golf and yoga.