* **ESTHER WU** is a Graphic Designer

www.estherwu.com » *mail@estherwu.com*
Brooklyn, NY

◊ **EDUCATION**
MFA in Design, The School of Visual Arts (SVA)
BS in Biology, Pennsylvania State University

≥ **SKILLS**

Photoshop	*Custom typography*
InDesign	*Hand lettering*
Illustrator	*Calligraphy*
AfterEffects	*Illustration*
Word	*Silkscreen printing*
Excel	*Bookmaking*
PowerPoint	*Hand-comping*
Keynote	*Print production*
HTML	
CSS	

≈ **SELECTED CLIENTS**
AKA
RPM
Serino Coyne
SpotCo
Point Five Design
The Pekoe Group
Roundabout Theater Company
Atlantic Theater Company
MasterVoices
California Musical Theatre
Round House Theatre
REP Stage
W. W. Norton and Company
Farrar, Straus, and Giroux
MTV Networks
Universal Music Group
Saks Fifth Avenue
The New York Public Library
Union Square Hospitality Group
Columbia University

+ **WORK EXPERIENCE**

FREELANCE GRAPHIC DESIGN
2005–present
Design and art direction of key art for entertainment; logos and identity; design of covers and interiors of magazines and books; custom lettering and typography; Web sites; print, outdoor, broadcast and Web advertisements; invitations; information graphics; presentations; packaging; exhibitions; interactive applications; and illustration.

CITY UNIVERSITY OF NEW YORK › Adjunct Assistant Professor
2014–present
Teaching undergraduate courses in Design and Typography

SPOTCO › Senior Designer
2010–2014
Design and art direction of key art, print, broadcast, Web, and outdoor ads and campaigns, direct mail pieces, interactive applications, and front-of-house for On and Off-Broadway theater, movie, music, and television productions including Once, Rocky, Hair, The King's Speech, productions for the Manhattan Theatre Club, Roundabout Theatre Company, New York Botanical Garden, the Guthrie Theater, and many others. Managed and art directed interns and junior designers.

... **ADDENDA**
Selected Honors/Publications
Work featured in: SPD Annual Design Competition, 365: AIGA Year in Design, STEP Inside Design,
Adobe Design Achievement Awards: Semi-finalist

Design Workshops
Picturing to Learn, *an NIH-funded project led by Felice Frankel, two workshops (with Harvard and MIT) about design and visualization as a way of learning science*

Future Families, *a workshop at MoMA, created by Paola Antonelli, led by Elio Caccavale exploring design and the social, cultural, and ethical debate surrounding modern reproductive technologies*