

* ESTHER WU is a Graphic Designer

www.esterwu.com ✉ mail@esterwu.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
Dreamweaver	Silkscreen printing
Word	Bookmaking
Excel	Hand-comping
PowerPoint	Print production
Keynote	
HTML	
JavaScript	
CSS	
Origin	
Final Cut Pro	

≈ SELECTED CLIENTS

Serino Coyne
SpotCo
Roundabout Theater Company
Atlantic Theater Company
Brooklyn Academy of Music (BAM)
MasterVoices
California Musical Theatre
Round House Theatre
REP Stage
W. W. Norton & Company
Farrar, Straus, & Giroux
MTV Networks
Universal Music Group
Saks Fifth Avenue
The New York Public Library
Union Square Hospitality Group
Tablet Magazine
Columbia University

+ WORK EXPERIENCE

FREELANCE GRAPHIC DESIGN

2005–present

Design and art direction of key art for entertainment; logos and identity; book covers and interiors; custom typography; Web sites; print, outdoor, broadcast and Web advertisements; invitations; information graphics; direct mail and brochures; presentations; packaging; exhibition design; interactive applications; and illustration.

CITY UNIVERSITY OF NEW YORK > Adjunct Assistant Professor

2014–present

Teaching courses in Design and Typography to undergraduate students

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 theater, movie, music, and television productions including *Once*, *Rocky*, *Hair*, *The Last Ship*, *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: 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

Target/MFA Design Workshop, a collaboration between selected SVA students and mentors at Target Corporation product development.