

Easter Kim

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SUMMARY

Creative and communications leader based in New York City. For twenty years, I've led product storytelling through successive technology transitions, building teams and narrative systems that work across enterprise partners, professional communities, and global consumers.

EXPERIENCE

Estée Lauder

New York, NY

Vice President, Global Digital and Online Creative

Oct 2022 – Present

- Set the creative and narrative vision for a global organization spanning digital, social, live experiences, and emerging media — directing cross-functional teams across 25+ markets around a unified product storytelling strategy
- Identified AI and AR as a strategic inflection point early; built internal capability and pioneered the organization's adoption of AI into creative workflows ahead of industry peers, establishing a new model for consumer experience
- Architected global creative governance standards and brand guidelines — the editorial operating system the organization runs on today
- Own the full narrative architecture of product launches end-to-end: positioning, messaging strategy, creative execution, and cross-channel coordination across PR, marketing, sales, and partner teams

Executive Director, Global Creative

May 2018 – Sep 2022

- Led the creative organization behind Estée Lauder's marquee franchises — building the team, systems, and editorial infrastructure that powered global campaigns across video, editorial, and social
- Pioneered the brand's investment in video as a primary storytelling medium — establishing a content model that drove measurable shifts in digital engagement and became the template for the broader organization
- Designed the narrative and education infrastructure enabling field teams across global markets to carry complex product stories to every consumer touchpoint
- Built the executive storytelling system — frameworks, narrative structures, and visual standards — now used by C-suite for board, investor, and strategic partner communications

Director, Global Digital Creative

Jul 2016 – Apr 2018

- Led the organization's foundational shift from print-centric to digital-native product storytelling — the platform transition that redefined how the brand communicates and positioned it for the social era
- Built the organization's first in-house motion production capability — a strategic creative asset that reduced agency dependency and accelerated the brand's ability to move at the speed of culture
- Architected digital content infrastructure — platform-specific workflows, landing environments, and interactive assets — giving the brand a technical foundation for coherent storytelling across an expanding channel landscape
- Designed social content systems and creative playbooks enabling regional teams to adapt global narratives for local markets at speed — the scalability model the organization still builds on

Zindigo

New York, NY

Creative Director

Jan 2014 – Jun 2016

- Built the creative system powering 50 contemporary and luxury brands on the Zindigo platform — translating distinct brand codes into cohesive ecommerce and social experiences at scale
- Developed brand identities and digital campaigns across the full portfolio, ensuring coherence across a multi-brand environment

BOND Strategy and Influence

New York, NY

Creative Director

May 2012 – Jun 2013

- Served as embedded creative strategist for brands navigating launch and growth — building identities and campaign systems for entry and expansion in market
- Clients included Kenneth Cole, Baby Björn, AmEx, Starwood, and USA Network

dotbox

New York, NY

Creative Director

Oct 2009 – Sep 2011

- Built end-to-end digital creative infrastructure — from information architecture to campaign execution — for fashion and luxury clients entering social commerce and mobile
- Clients included Harry Winston, T. Anthony, Vince Camuto, Tourneau, Verdura, and Henri Bendel

Muscari

New York, NY

Founder

Oct 2007 – Sep 2009

- Founded a fashion accessories brand and built every system from scratch: brand identity, product narrative, go-to-market strategy, and media outreach
- Secured editorial coverage in national bridal publications including BRIDES, Modern Bride, and Southern Weddings — validating the brand in a competitive market

BASIK

New York, NY

Art Director

Nov 2005 – Oct 2007

- Led creative direction and team management for retail and luxury campaigns across digital and print — from websites and email to point-of-sale
- Clients included Victoria's Secret, Bath & Body Works, Theory, and David Zwirner Gallery

EDUCATION

BFA, Communication Design

Parsons School of Design — The New School

Human-Centered Design

IDEO.org / Acumen

WHAT I BRING

Three platform shifts led — print to digital, digital to social, social to AI — each time seeing the change early and rebuilding the organization around it before it got left behind. The core skill across all three: taking technical product complexity and finding the visual and narrative form that makes it immediately clear and resonant for consumers across 25+ markets and cultures, then refining that story for every platform it needs to live on — print, social, digital, each with its own language, pacing, and demands.