

JONATHAN HOFFMAN

DESIGNER J-HOFF.COM

I'm a web/interactive designer, specializing in creative web design, mobile platforms, brand identity, and user experience. I'm capable of working in fast-pace environments, and delivering high-quality work using various mediums for a wide variety of clients.

CONTACT

PHONE: 917-515-3989
EMAIL: jonathan@hofnar.net
PORTFOLIO: www.j-hoff.com
ADDRESS: Brooklyn, NY

SKILLS

PROGRAMS

Photoshop CC | Illustrator CC | InDesign CC |
After Effects | Sketch | OmniGraffle | OSX / Windows

DESIGN

E-commerce | Branding | Mobile | Art Direction |
Production Design | Typography | Social Media |
Wireframing/Storyboarding | Creative Concepting |
Beauty/Luxury | Pharma (DTC & HCP) |

MISC

Japanese 日本語能力試験 - Lvl 3 Conversational

EDUCATION

SUNY OSWEGO 07'

Major: BA Graphic Design
Minor: International Business

筑波大学 UNIVERSITY OF TSUKUBA 04' - 06'

Intensive overseas studies of Japanese culture,
language, sign language and design

EXPERIENCE:

CRAFT NY

Freelance Production Designer // May 2017 -

- Assisted with ideation, layouts and production execution for daily content and long term creative campaigns. Created robust designs with minimal direction, and followed through with delivering flawless executions.
- Accounts: SSGA State Street | Microsoft (Windows & Surface) | MGM

HAVAS LYNX

Freelance Sr. Art Director // Nov 2014 - Oct 2017

- Created effective work aligned to brand strategy for both patient and professional targets in a variety of mediums; both online and offline. Lead conceptual and artistic design for creative and strategic projects and campaigns.
- Accounts: Novartis | AMGEN | Sanofi-Aventis

GREY

Sr. Visual Designer // Nov 2011 - Oct 2013

- Oversaw creative team on all Clairol and Pantene digital. Responsible for design on campaigns in digital/mobile, social media, television/print and in store platforms from start to finish.
- Accounts: Clairol | Wella | Koleston | Pantene Pro-V | Downy

SHU UEMURA - L'ORÉAL

Freelance Sr. Art Director // Jun 2010 - Jun 2012

- Full e-commerce site design ranging from new product launches, email blasts, promotional offers and campaigns.

BIG FUEL NY

Sr. Art Director // Jan 2011 - Nov 2011

- Created visual design executions, with a strong emphasis on digital media and social content. Responsible for conception and direction of visual assets in each project from initiation to completion.
- Accounts: General Motors | Chevrolet | North Face | T-Mobile

FULLSIX NY

Sr. Designer // Sep 2007 - Jan 2010

- Full service e-commerce design from conceptual mockups, wireframing, to full site creation. Full site maintenance from new product launches, email blasts, and updates.
- Accounts: Redken | Biotherm North America | Kiehls | Skin Ceuticals | L'Oreal Professionnel | BIC | Korres USA