

WILL HOFFMAN

COMMUNICATIONS DESIGNER

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FREELANCE EXPERIENCE:

WILL HOFFMAN DESIGNS | New York, NY

2006 +

Personal client work. Identity, branding, collateral, advertising, interactive. Artist promotion, album art. Notable clients: Sony/BMG for Neil Diamond, Julianne Hough, New Kids On The Block.

3V PR + MANAGEMENT | New York, NY

2010 +

Currently providing freelance art direction for start-up fashion PR company. Identity, branding, and interactive design for 3V and 3V clients.

METRODESIGN | Chicago, IL

2006 +

Senior designer. Identity, branding, collateral, signage. Client correspondence, production management.

EMM GROUP | New York, NY

2009 – 2010

Print design, signage, invitations. Event and environment design, renderings. Notable project: American Eagle Times Square flagship store launch.

LITTLE STAR EVENTS | New York, NY

2009 – 2010

Print design, event identity, signage, invitations. Event and environment design, site surveys, on-site production supervision. Company identity and branding.

MOODSWING360/

UNIVERSAL ATTRACTIONS | New York, NY

2008 – 2009

Universal Attractions brand reconstruction, collateral, Flash design. Client/artist tour logos, posters, flyers, and web banners.

TECHNICAL SKILLS:

DESIGN:

InDesign
Illustrator
Photoshop
Flash
After Effects
Dreamweaver
Final Cut Pro
HTML/CSS
Quark

AUDIO:

Pro Tools
Reason

FULL-TIME EXPERIENCE:

CONSTRUCTIVE DISPLAY | Bronx, NY

2004 – 2006

Print design, display graphics, signage. Production, fabrication, installation. Window, in-store, outdoor displays. Notable clients: Macy's, Saks, MoMa, Whole Foods, Disney.

LANDMARK EVENT SERVICES | Fairfield, NJ

2001 – 2004

Print design, display graphics, signage, in-house branding. Event, display, tradeshow booth design. Helped company grow from its roots in trade shows to a full scale event production company. Notable clients: MTV, Blender, Pilsner Urquell, FOX.

INFORMATION DESIGN ASSOCIATES | New York, NY

2000 – 2001

Studio Assistant. Quark formatting, mock-up production, office duties.

EDUCATION:

PRATT INSTITUTE

MFA COMMUNICATIONS DESIGN

CURRENT

SCHOOL OF VISUAL ARTS

2009

Continuing Education

NEW YORK UNIVERSITY

GALLATIN SCHOOL OF INDIVIDUALIZED STUDY

GRADUATION MAY 2000

Bachelor of Arts - Individualized Study Major.
Music, art, philosophy.