

# dan hoffmann

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seeking to leverage 19 years of design experience

## experience

- Partner** *CB Hoffmann LLC* Orlando, FL 2000–present  
concept, design, and provide photography services for ebook covers and marketing materials for the author. Design and co-develop the “mobile first” website, cbhoffmann.com, ebooks and HTML emails. Shoot and edit videos and photos; provide on-camera interviews for social media platforms. Concept, write and edit the fictional novels with the author; edit and narrate the audio drama podcast
- Partner** *New York, See You Later* Worldwide 2017–present  
concept, write, design, shoot and edit photos and videos for the travel content creation business, nyseeyoulater.com and social media platforms. Design and execute ebooks, covers, HTML emails and marketing materials. Provide on-camera talent and in-person sales to potential partners
- Senior Graphic Designer** *Guardian Labs US, The Guardian* New York City 2013–2016  
transitioned from the solo freelance designer into the senior designer on a team of three for Guardian Labs US, The Guardian’s branded content creation studio. Concepted and executed branded content, ads and deliverables for screens and print including custom dynamic articles, infographics, ads, presentations, posters, invitations, and small-scale motion graphics
- Publishing Designer** *What If Innovation* New York City 2012–2012  
transformed ideas into deliverables for print and screen including presentations, posters, invitations, kits, branded packaging mockups and various printed matter. Provided photography services and acted as liaison for print service providers
- Art Director** *G2 Direct & Digital* New York City 2009–2011  
conceptualized and executed advertisements, banner ads and web sites, as well as direct mail packages and presentations. Brainstormed and developed concepts with the creative teams
- Presentations Specialist** *DDB* New York City 2008–2009  
designed and developed print and screen presentations and materials for prospective and existing prominent worldwide clients
- Creative Services Executive** *Taylor* New York City 2005–2008  
conceived and designed new business presentations and materials, invitations, posters and flyers as the solo designer for the public relations firm and clients including Alltel, Diageo, MasterCard, Xbox, and Staples. Provided event photography and photo retouching services. Integral in the competitive bid wins for Allstate, BRP Can-Am Spyder, Kleenex and Coke Zero
- Graphic Designer** *Hartman & Associates, Inc.* Orlando, Florida 2000–2005  
developed, designed and printed presentations, submittals, advertisements, logos, brochures and promotional materials for the engineering firm

## freelance

### clients include

Guardian News & Media, G2 Direct & Digital, DDB, Bedrocket Media Ventures, Taylor Public Relations, What If Innovation, McCann, Time Inc., Tribal DDB, CNBC, CementBloc, Razorfish, Edelman, Gotham, Clinique, Milbank, Double E Communications, Blue Dolphin Films, Create Magazine, Greg Leary Photography, Hartman & Associates, Inc.

## education

- AdHouse** Advertising Conceptual Development *September 2016*
- Noble Desktop** Web Development Certificate Program *June 2013*
- Parsons The New School for Design** AAS Graphic Design *May 2008*
- University of Central Florida** BS Business Administration/Marketing *May 2000*

## programs

Photoshop, Lightroom, Illustrator, InDesign, PowerPoint, Premiere Pro, Keynote, Sublime Text; competent in AfterEffects, Adobe XD, HTML5, CSS3, WordPress