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DANIEL HOFFMAN

EXPERIENCE

FreemanXP, Philadelphia PA — SR. ART DIRECTOR

2018 - PRESENT

- Create compelling brand experiences for CVS, Siemens, and GSK.
- Direct look and feel of video content to ensure consistency, quality and brand accuracy across deliverables.
- Create pitch / presentation material to obtain client buy-in.
- Ensure content is on brand and complies with strategy.

QVC inc, West Chester PA — MOTION GRAPHICS DESIGNER / MULTICHANNEL PLATFORM INNOVATION TEAM MEMBER

2015 - 2018

- Worked on the Multichannel Platform Innovation Team where we utilized an agile workflow to craft our presence on new and emerging platforms.
 - Influenced look and feel for emerging platform presence, including XFINITY and Roku.
- Art Directed shoots to insure successful integration of graphic elements.
- Created pitch / presentation material to obtain buy-in from senior leadership.
- Utilized 2D and 3D animation techniques to create product demonstrations, graphic packages, and promos for online and on-air.

Freelance — CREATIVE DIRECTION / ART DIRECTION / DESIGN

2009 - 2018

Develop concepts and content for award winning digital and traditional ad campaigns, music videos, and films. Manage projects, freelance talent, and client relationships. Create pitch material to win new clients and communicate concepts for production. Consult on the VFX and SPFX process/pipeline. Ensure content is brand right and complies with strategy.

- National Geographic Documentary "Hell On Earth: The Fall of Syria and the Rise of ISIS"
 - Directed and designed creative for documentary.
 - Hired and managed design team through the production of 250+ graphic deliverables.
 - Acted as liaison between design team and production company.
- National Geographic Documentary "Diana: In Her Own Words"
 - Directed and designed creative for title cards.
 - Hired and managed design team.
- The New Yorker Presents: The Agent
 - Developed creative, art directed and animated content for this documentary series.
- Publicis and Digitas
 - Created influencer-driven online branded content for Garnier, L'oreal and Fera.
- McKinsey and Company
 - Created immersive VR narratives for client presentations.
- Longwood Gardens - Nightscapes - designed and animated projection mapped experience.

Selected Clients: National Geographic, Goldcrest Films, Jigsaw Productions, VICE, QVC, Digitas NYC, The New Yorker, Garnier, Féria, Discovery Channel, Honda, McKinsey and Company

Bigsmack.tv — DESIGNER / ANIMATOR

2012 - 2014

Created award winning promotional campaigns from concept to completion. Designed and animated graphics, built props, color corrected, and composited video. Researched props and set dressing. Acted as Production Assistant on set. Created pitch material and storyboards to win business.

- National Geographic – Brain Games Season 2 campaign
 - My role: Concept development, production assistant, designer
 - Brain Games became the highest rated show ever on National Geographic.
- A&E - Created upfronts helping to increase ad sales 12-13% over the previous year.
- National Geographic International – Rebrand
 - My role: Concept development, production assistant, designer

Selected Clients: A&E, Nat Geo TV, Nat Geo International, HBO Latino, Discovery Channel.

Kutztown University – PROFESSOR – ART EDUCATION DEPT.

2012

Developed curriculum for a new video course for Art Education students.

Courses: 4D - video production foundation • 2D design

Philadelphia University – ADJUNCT PROF. – INTERACTIVE DESIGN DEPT.

2009-12

Developed curriculum for a new video courses.

Courses: 4D - video production foundation • Art History

Google Inc. - ADS QUALITY RESEARCHER / EVALUATOR

2008-12

Evaluated ad content for accuracy and SEO. Researched user queries / intentions. Cross evaluated research with ad content and rated ads accordingly.

Comcast Spectacore - ANIMATOR / MATRIX OPERATOR

2001-07

Designed motion graphics. Operated display systems for live events.

EDUCATION

The Ohio State University, Columbus OH — MFA

2007 - 2009

Temple University, Tyler School of Art, Philadelphia PA — BFA

2000 - 2005