



MICHAEL HOFMANN

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EMPLOYMENT EXPERIENCE

OCTOBER 2008 TO PRESENT

Web Art Director/Developer. Clients include:

Campjulie - Art Direction, site design and development on WordPress framework for Julie Covello, one of NYC's premier DJs.

HeathyUgo - A start-up based in NYC, developing a new health/medical online portal. Art direction and site design for investor presentation and beta application.

KeyWifi - An emerging company that facilitates Wifi sharing. Art Direction and site design as well as conceptualization of marketing & application strategies with the founder and developers.

Finagle A Bagel - Design and development on the WordPress framework of their new wholesale marketing site featuring custom video content.

Neuroasis - Design of a Joomla framework site for Dr. Anthony Geraci, neurologist.

Milton Point Sweets - Art Direction, design and custom PHP development for a specialty baked goods company based in Rye, NY.

Trigger Tracker - Design and front-end development of an online medical application, and corresponding marketing website. Custom JavaScript solutions for the user interface. Marketing presentation in Flash.

OCTOBER 2004 TO OCTOBER 2008

Freelance Web Design. Blissworld LLC, New York, NY

Web Art Director of blissworld.com/blisslondon.co.uk (PHP version). Design and supervise development of home and spa gateway pages. Redesign of spa section. Design of custom 3rd party custom brand sections, meetings and presentations to vendors and management from development to production. Design, development and implementation of the catalog shopping section. Redesign of email marketing program. Responsibilities also include coding homepages and custom brands sections with PHP, CSS, XHTML and Java scripts. Redesign of blissworld.com with MarketLive®. Introduction of Flash elements.

MAY 2003 TO OCTOBER 2004

Freelance Web Design:

Clients include: Sopexa, Emerge, FreeNote Records, North Shore Art Academy

AUGUST 2002 TO MAY 2003

Freelance Web Design. Brooks Brothers, New York, NY

Design of homepages and interior categories. Design and supervise development of boutique shopping sections. Creating and leading presentations to marketing department. Redesign and implementation of email marketing campaign. Responsibilities also included coding of homepages, interior sections and emails.

JANUARY 2001 TO AUGUST 2002

Freelance Web Design:

Clients include: Michael Brecker, Dialight, Brooks Brothers, Hanover Direct

NOVEMBER 1999 TO JANUARY 2001

Web Designer. Hanover Direct Inc., Edgewater, NJ

Design of multiple websites in the expansion of their catalog brands online. Responsibilities included creating and leading presentations to Brand clients as well as managing the design and content from development to production. Introduction of Flash elements

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NOVEMBER 1999 TO JANUARY 2001

Web Designer. Hanover Direct Inc., Edgewater, NJ

Design of multiple websites in the expansion of their catalog brands online. Responsibilities included creating and leading presentations to Brand clients as well as managing the design and content from development to production. Introduction of Flash elements

APRIL 1997 TO NOVEMBER 1999

Freelance Art Director:

Clients include: Barrie Pace, Tweeds, FreeNote Records, and Foreign Affairs Magazine.

JULY 1992 TO APRIL 1997

Art Director. Careers & Colleges Publishing, New York, NY

Redesign of magazine on for desktop publishing in QuarkXpress. Commissioning of photography and illustrations. Design of custom publishing projects, including newsletters, advertorials, posters, and video packaging. Logo and brand redesign including business cards, stationary, and media kit; managing art department and budgeting.

ADDITIONAL EMPLOYMENT EXPERIENCE

Assistant Art Director. SPY Magazine, New York, NY

Design and layout of magazine. Commissioning illustrations and photography, photo editing, managing paste-up and mechanical production

Freelance Designer. Premiere Magazine, New York, NY

Design and Layout of magazine as well as promotional materials. Coordinating sections of magazine for production in QuarkXpress.

Freelance Design. Premiere Magazine/Preview Magazine, New York, NY

Design and Layout of magazine as well as promotional materials. Coordinating sections of magazine for production in QuarkXpress.

Designer. Scholastic Inc, New York, NY

Layout and design of language arts magazine. Commissioning illustrations and photography, managing paste-up and mechanical production.

Staff Artist. New York Magazine, New York, NY

Paste-up and mechanical production of magazine as well as collaboration with art directors.

E D U C A T I O N

School of Visual Arts, New York, NY

BFA in Graphic Design

Concentration: Editorial Design

C O M P U T E R E X P E R I E N C E

- Proficient in Adobe Creative Suite CS3, CS4.
- Proficient markup skills (including hand-coded implementations of HTML/XHTML, CSS2/CSS3 and use of JQuery, MooTools, Scriptaculous and Prototype JavaScript libraries and frameworks). Special proficiency at building web sites in semantically-correct, modern XHTML.
- Proficient in WordPress. Installation as well as additional plug-ins and widgets. Special proficiency in modifying themes with CSS and custom PHP.
- Working knowledge of PHP (experience with Smarty template manager).
- Proficient in Flash and working knowledge of ActionScript.
- Experience in video and sound programs (After Effects, ProTools, QuickTime, etc).
- Embraces new design & internet technology for practical applications.
- Over 15 years experience with Macintosh platform.

References available on request.