

NANCY L. HOFFMANN

115 W. 23rd Street, #24

New York, NY 10011

E: nancy@tomatodesign.net

URL: http://tomatodesign.net

Phone: (212) 691-1445

R E S U M E

URLs (Design): stevekaye.com, balletbuilders.org, be-mondo.com; tomatodesign.net; coralrealtygroup.com; transformatives.com; i-latina.cc; waterfallgroup.com; discovertimbuktu.com; askeveryman.com; (Webmaster): curiouspictures.com; curiousstoy.com; armyofthepotomac.net.

SOFTWARE Photoshop; Quark; InDesign; Illustrator; Dreamweaver; Flash; Image Ready; Fireworks; Microsoft Office; CSS; HTML.

PROFESSIONAL EXPERIENCE**Freelance Projects:****GRAPHIC + WEB DESIGN/PRODUCTION****TomatoDesign.Net (1995-Present)**

- Designed **collateral** (sales sheets, catalogs, trade fair displays), **labels, packaging, web design/production** (Wunderman, AOL/Moviefone; Transformatives; be-mondo.com, Multimedia Solutions; IWWG), **advertising** (TrumpUniversity.com, Bambara Africa Tours; Unity Bank, Lake Point Towers); **direct mail** (Wunderman, Pitney Bowes), **magazine ads and inhouse posters** (Macy's); **production management** (Bridal Guide Magazine); **Photoshop prepress production** (outdoor posters for H&M; Zyrtec for JWT); **annual reports** (Morgen Walke Assoc.); **Flash** (Interevco); plus some **copywriting (English, French)**; and **proofreading (English, French, Spanish)**.
- **Clients:** JWT, Prudential, BBDO, Y&R/Wunderman, Vanguard Direct, Omar Periu International, Green Power Solutions, TrumpUniversity.com, The Coral Realty Group LLC, Everyman Communications, Curious Pictures.com & Curious Toys.com, Bernard Schmidt Productions, DYMO Corporation, Macy's, Herndon Associates (Pitney Bowes), AOL/Moviefone, Town & Country Living, Bridal Guide Magazine, InProduction, IWWG, Medicus Communications, Stromberg Consultants, Morgen Walke, Multimedia Solutions, and be-mondo.com, among others.

WEB DESIGNER**Newtek Business Services (3/08-6/08)**

- Created targeted marketing segment websites.
- Edited and implemented changes in existing sites, utilizing proprietary software system.
- Utilized CSS and html and made changes in them to improve the workability of existing templates.

WEB DESIGNER / ART DIRECTOR**Vanguard Direct (9/07-12/07)**

- Responsible (2 months running) for the timely production of the NYCHA Journal [=New York City Housing Authority Journal].
- Prepared photos and art in Photoshop.
- Worked closely with the client to guarantee the finished product would be to her satisfaction.
- Client's reaction:
"Nancy, this was the easiest sign-off ever!"

ART DIRECTOR**Prudential Financial (6/07-6/07)**

- Filled in for Creative Director while she was on vacation.
- Created printed pieces for direct mail to clients.
- Prepared images in Photoshop.
- Created charts in Illustrator.

INTERACTIVE ART DIRECTOR**Wunderman (4/04 – 5/04)**

- Worked in a team of writers and print art directors to produce a Spring Zyrtec campaign: direct mail and e-blast.

SUPERVISOR**Morgan Stanley Dean Witter, Art Services Division/Creative Services Department (7/99-9/99)**

- Managed design projects, including assignment delegation and client liaison, for print and multimedia.

- Evaluated performance of 30 design employees; held weekly staff meetings and reviewed status reports from art directors.
- Recruited new talent on the internet, reviewed portfolios, interviewed candidates, and created a detailed report (in Excel), to evaluate the cost-effectiveness of my search efforts.

Full-time Employment:

SENIOR GRAPHIC DESIGNER

Waterfall Communications (11/99-10/00)

- Designed corporate websites (waterfallgroup.com; i-latina.cc; discovertimbuktu.com; melcinarosas.com; gda.com), including writing and content management; graphic design; 2D and 3D image creation and animation (utilizing Photoshop, Fireworks, Flash, Illustrator; collaborated on site implementation in Flash and Dreamweaver).
- Designed and produced - from concept to finish - all printed materials for clients (in various languages) in a wide range of industries, including Pharmaceutical, Financial, Entertainment, Tourism, Consumer and Fashion.
- Solicited new business and liaised with our major clients (including Grey Healthcare Group/PhaseV).

ART DIRECTOR

Intercontinental Greetings, Ltd. (Licensing Agents) (5/98-7/99)

- * Designed all printed materials, including conceptual product lines, logos, stationery, etc.; directed all digital production.
- * Recruited artists (in 4 languages) for surface design and gift clients; negotiated contracts; selected existing - and art-directed new - images for Intercontinental to represent.

N.W. Ayer (6 years, prior to 1995)

- Designed print ads for AT&T; Caterpillar; Scholl's Footwear; Alberto-Culver; Container Corporation of America; plus storyboards and animated TV commercials. Also designed print ads, direct mail and collateral for Blue Cross/Blue Shield; Wishbone Salad Dressings; GATX; and The Ravinia Music Festival.

EDUCATION

- **Multimedia Masters Certificate:** Future Media Concepts Training Center, NYC. Included: writing HTML; Flash; Director, Dreamweaver. (Platform: PC).
- **MAT/Reading Specialist/Art Education:** National Louis University, Evanston, IL.
- **BA/Art Major:** Scripps College, Claremont, CA.
- **HS Diploma & National Merit Scholarship Honors:** New Trier Twp. HS, Winnetka, IL.

PROFESSIONAL AWARDS

- PRINT Magazine (Regional Design Annual); Musee de la Poste/Paris (Papiers et En-tetes); American Corporate Identity; Simpson Papers; Mohawk Papers; ADC/NJ (Gold & Silver Medals; 8 Certificates of Excellence); APRA (created a Special Award of Excellence honoring my work).
- Colonel, United States Air Force Program (since 1988): flew missions on assignment to document USAF operations. Paintings in the permanent collections of the USAF Art Museum and the Pentagon.
- OPRAH Magazine (March 2003): featured in an article on networking, entitled "Toot Your Own Horn".

LANGUAGES

- **English, French** (fluent); **Spanish, German** (conversant); **Arabic** (3 years' study in Syria, Turkey, and the US).