



SCOTT HOFFORD

Art director, brand & design manager

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EXPERTISE

Merging creativity and analytical skills to design, direct, and strategize with a holistic view concerning branding, visual identity, and empowering creative teams to do their best work.

SKILLS

Proficient in Adobe Illustrator, Photoshop, InDesign, Procreate, WordPress, Microsoft Office, Apple iWork, Google Docs and Workspace. Experience with Jira, Asana, Figma, Shopify, GarageBand, iMovie, Final Cut Pro, Premiere Pro, and Dreamweaver.

TRAITS

Strives to produce work that all stakeholders are proud of.

An avid runner.

Has a keen eye for details.

Looks for ways to improve personally and professionally.

Regularly reads a non-fiction and a fiction book at the same time.

Loves discovering new music.

Appreciates receiving and providing valuable feedback.

A husband and father of two.

CREATIVE PROJECT MANAGER, DESIGN MANAGER - Arcimoto, Inc.

(October 2020 - Present)

- Established project management system in Jira for the creative team, improving prioritization, organization, and scheduling
- Designed vehicle vinyl packages increasing interest and saleability
- Spearheaded establishing branding guidelines and redesigning collateral to produce a cohesive visual identity

GRAPHIC DESIGNER & ILLUSTRATOR - Freelance

(May 2010 - Present)

- Work with clients to discover their branding and design needs, connecting their business goals with their target market
- Expand clients' visual identities with illustrative branding collateral
- Utilize social media for marketing and connecting with clients

GRAPHIC DESIGNER - Will Leather Goods / Spirit Leatherworks

(February 2020 - October 2020)

- Created all graphic design for branding, marketing, and sales team
- Product design and B2B sales collateral for Nike, Wrangler, and Lee

MARKETING SPECIALIST - Willowood USA

(February 2018 - February 2019)

- Managed all branding, marketing, and package design
- Established a system to document, maintain, and submit registrations
- Collaborated to create databases for product documentation and costs

LEAD GRAPHIC DESIGNER - Creative Media Group

(April 2011 - July 2017)

- Managed over 20 accounts and produced design work for clients
- Persistently managed a hand full of projects while meeting deadlines
- Expanded my design skillset making myself more valuable for the agency

GRAPHIC DESIGNER - Brooke Communications

(March 2011 - December 2011)

- Designed branding that attracted a new, younger audience
- Created collateral for sales team, helping on-board new customers
- Redesigned the website UI to improve functionality and UX

EDUCATION

ART INSTITUTE OF PITTSBURGH - ONLINE DIVISION

- Graduated with an associate degree in graphic design
- Inducted into the National Technical Honor Society

UNIVERSITY OF OREGON

- Two years of post-secondary work focusing on Digital Art