



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, XD, WordPress, Microsoft Office, Apple iWork, Google Docs & Workspace. Experience with Jira, Asana, Figma, Shopify, GarageBand, iMovie, Final Cut Pro, Premiere Pro & Dreamweaver.

TRAITS

CliftonStrengths: Individualization, Analytical, Discipline, Focus, Learner. Strives for brand-centered and business-focused creative solutions. An avid runner. Constantly looks for ways to improve personally and professionally. Regularly reads a non-fiction and a fiction book simultaneously. A collaborative team player who values providing and receiving feedback. A husband and father of two.

WORK EXPERIENCE

GRAPHIC DESIGNER & ILLUSTRATOR - Freelance

(May 2010 - Present)

- Services include branding, graphic design, illustration and Iconoflage®
- Utilize social media for marketing and connecting with clients

GRAPHIC DESIGNER - Revolution Design Group

(March 2023 - July 2024)

- Conceptual design for branding, web, packaging, and print collateral, pushing the boundaries of the clients' brands to make each unique
- Established and managed brand for agency-owned coffee shop

CREATIVE PROJECT MANAGER, DESIGN MANAGER - Arcimoto, Inc.

(October 2020 - March 2023)

- Established project management system in Jira for the creative team, improving prioritization, organization, and scheduling
- Designed vehicle vinyl packages increasing interest and sale-ability
- Established branding guidelines and redesigned collateral to build a cohesive visual identity

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 system to submit, document, and maintain product registrations

LEAD GRAPHIC DESIGNER - Creative Media Group

(April 2011 - July 2017)

- Managed over 20 accounts and produced design work for clients
- Expanded my design skillset making myself more valuable for the agency

GRAPHIC DESIGNER - Brooke Communications

(March 2011 - December 2011)

- Created collateral for sales team, helping on-board new customers
- Managed website content and redesigned the UI to improve UX

EDUCATION

ART INSTITUTE OF PITTSBURGH - ONLINE DIVISION - 2008-2010

- Graduated with an associate degree in graphic design

UNIVERSITY OF OREGON - 2006-2008

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