

Heather Hofmann

CONTACT

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(914) 844-6560
www.heatherannhofmann.com/portfolio

EDUCATION

Major in **Graphic Design**
Minor in **Ceramic Arts**
Minor in **Scientific Illustration**
Savannah College of Art and Design
(B.F.A.) 2018-2023

AREAS OF EXPERTISE

Brand Identity
Environmental Graphics
Media Production
Web Design
Infographics Design
Team Building
Illustration
Typography
Ceramic Arts
Wildlife Photography

TECHNICAL SKILLS

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Adobe After Effects
Keynote
Microsoft Word/Powerpoint/Outlook
Google Docs/Slides/Sheets
Social Media (Facebook, Instagram, X)

ATTRIBUTES

Organized
Team Player
Strong work ethic
Goal driven
Resourceful
Adaptable
Enthusiastic
Tenacious

Experienced graphic designer with a focus on all aspects of brand identity, including brand strategy, design, development, launch and revitalization. I've had the opportunity of studying at Savannah College of Art and Design, where I've learned to identify challenges and potential within an organizations branding, then apply my creative skills towards the development of strategic solutions across a variety of businesses. I am adept at working in fast paced environments with tight deadlines, while maintaining excellent communication skills, a strong work ethic, and an extreme attention to detail. My recipe for success consists of strong brand storytelling, great design principles, and creative consistency across all consumer touchpoints.

EXPERIENCE

DIGITAL PUBLISHER/EDITOR

Accelerate Learning - Remote - 2023- Present

- Responsibilities include editing, formatting, sweeping and publishing interactive science homework for grades k-12

CREATIVE DIRECTOR

Hale's Mechanic Services, LLC - Springfield, GA - 2023

- Enhanced Corporate Logo
- Conducted competitive research and fieldwork before pitching business proposal for improved creative strategy
- Worked with management to design and develop branding and packaging material for promotional material and merchandise
- Ensured consistency across all marketing platforms
- Web Designer / Digital Consultant
 - Planned site designs, functionality, navigation and efficiency
 - Built wireframes and prototypes which were then turned into functional and responsive digital products
 - Designed, developed, programmed and launched first corporate website to create web presence
 - Reviewed UX with business owner, as well as team of mechanics and designers, made necessary edits to accommodate technical and business concerns
 - Utilized google analytics to enhance search engine optimization and improve sales of products and services
 - handled composition, color, illustration, typography and photography

ASSISTANT GENERAL MANAGER

Wright Square Bistro - Savannah, GA - 2018-2023

- Worked with owners to manage operational costs by keeping inventory and analyzing customer interest/trends to plan specials and sales
- Assisted in managing and processing catering orders
- Worked with owners to rebrand the cafe and build a new identity
- Trained and mentored incoming employees
- assisted in designing and arranging chocolate and retail displays

GRAPHIC DESIGNER

Good Dog Pet Training - Remote - April 2020

- Worked with client to redesign logo
- Developed concepts and designs for wordmarks & combination marks for product design and packaging

SEASONAL SALES ASSOCIATE

LUSH Cosmetics - White Plains, NY - Winter 2019

- Experience with inventory control and stocking in preparation for orders
- Experience with hands on customer service
- Responsible for checking in and unlocking shipments

HEATHER HOFMANN

EXPERIENTIAL & GRAPHIC DESIGNER

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SKILLS & COMPETENCIES

SPACIAL & EXHIBIT DESIGN

Environmental Graphics
Custom Artifact Display
Interpretive Panel Systems
Wayfinding & Signage
Narrative Wall Timelines

FABRICATION & PRE-PRESS

Large Format Graphics
Substrate & Material Specs
Elevation and Install Packets
Press Checks and Proofing
Architectural Site Surveys

SOFTWARE & TOOLS

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Microsoft Office
Procreate

EXPERIENCE

CREATIVE ARTS UNLIMITED (CAU) | Pinellas Park, FL

Experiential Graphic Designer | 2023 – Present

- Design exhibit graphics, fixtures, artifact displays, educational hands-on and digital interactives, timelines, and wayfinding for museums, libraries, nature and history centers.
- Integrate custom illustrations, scientific diagrams, and archival assets into layered high-traffic environments that balance educational clarity with tactile engagement.
- Translate 2D graphics into physical environments, collaborating directly with shop builders, fabricators, and engineers to facilitate technical implementation.
- Prepare print-ready graphics and detailed installation packets, ensuring elevation alignment, graphic scale, and hardware integration.
- Coordinate directly with clients, curators, and project stakeholders, conducting site visits, evaluating architectural conditions and creating concept presentations.

ACCELERATE LEARNING | Remote

Digital Publisher / Editor | 2023 – 2024

- Edit, format, sweep, and publish interactive digital science curriculum and homework modules for K–12 grade levels.
- Maintain strict digital publishing standards, typographic hierarchy, and visual consistency across high-volume educational asset libraries.

HALE'S MECHANIC SERVICES, LLC | Springfield, GA

Creative Director & Digital Consultant | 2023

- Worked with management to develop branding and packaging for promotional material and merchandise while ensuring consistency across all marketing platforms.
- Conducted competitive market analysis and field research to establish strategic creative positioning and developed unified collateral standards.
- Architected, wireframed, and launched the company's first responsive corporate web presence, optimizing UX flow, site hierarchy, and navigational efficiency.
- Implemented Google Analytics and technical SEO strategies to track engagement, drive conversion rates, and elevate search visibility.
- Directed full visual production lifecycle, managing typography, photographic art direction, composition, and custom vector illustration.

WRIGHT SQUARE BISTRO | Savannah, GA

Assistant General Manager | 2019 – 2023

- Worked directly with ownership to rebrand the cafe and establish a refreshed visual and environmental identity while enrolled at SCAD.
- Oversaw visual merchandising of storefront windows, chocolate displays, and point-of-sale environments to drive customer interest and retail sales.
- Managed day to day operations including inventory control, analyzing dining trends, and customer preferences to develop seasonal menus and targeted specials.
- Coordinated large-scale corporate catering orders; recruited, trained, and mentored incoming front-of-house staff.

Savannah College of Art and Design

B.F.A. in Graphic Design | 2023

Minors: Scientific Illustration . Ceramic Arts