

# Ian Hoffman

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I AM A VISUAL COMMUNICATIONS DESIGNER WITH A STRONG CREATIVE PROCESS AND EXCELLENT PROJECT MANAGEMENT SKILLS. I BELIEVE THAT GREAT FORM, DESIGN & ILLUSTRATION CAN PLAY A ROLE IN SOCIAL CHANGE & A HEALTHY ENVIRONMENT.

## Education

- EMILY CARR UNIVERSITY OF ART AND DESIGN (ECU)  
Bachelor of Design - Visual Communications (2005-2008)
- GRANDE PRAIRIE REGIONAL COLLEGE (GPRC)  
Visual Arts Diploma *with Distinction* (2003-2005)
- OLDS COLLEGE  
Horticulture Diploma - Turf Management and Landscape Design (1987-1989)

## Achievement Awards

- Euphemia McNaught Award in Art (2005)
- Spectra Assistanceship in Art (2005)
- GPRC Visual Arts Plaque for Achievement and Excellence (2005)
- Grande Prairie (GPRC) President's Honour Roll (2004 & 2005)
- Jason Lang Scholarship (2004)
- Calgary Foundation Frances Camyre Memorial Bursary (2004)
- PanTerra Resources Corp. Logo Design Winner (2004)

## Employment History

*The following professional experiences required communication skills and a strong creative process. These experiences have also developed my adaptability to meet deadlines and work within budget constraints.*

- SUGOI PERFORMANCE APPAREL - VANCOUVER BC  
*Graphics Artist*, 2009-present  
Develop graphics for custom clothing. ¶Process client artwork in a fast paced clothing design environment. ¶Design graphics for specific event garments (2010 promotions, event and regional promotions.)
- VERTICAL GROUP - VANCOUVER BC  
*Designer*, 2006-2009  
Developed identities from concept to delivery for three construction companies.
- GUERRILLA GEAR AND APPAREL - VANCOUVER BC  
*Designer*, 2006-2009  
Designed identity and branding. ¶Rendered concepts for product development & prototype construction.
- MOUNTAIN EQUIPMENT CO-OP - VANCOUVER BC  
*Illustrator/Designer* (CONTRACT - 2009)  
Illustrated a series of bicycle parts for in-store infographics to promote the expansion of the cycling retail department. ¶Developed a series of illustrations and graphics for a new line of MEC Branded Urban Bicycles. ¶Developed Illustrations and info graphics for training manuals.
- ME & LEWIS - AN IDEAS COMPANY- VANCOUVER BC  
*Designer* (2008)  
Design contract working on projects for Money Mart.

- NORTH SHORE NEWS (NSN) - NORTH VANCOUVER BC  
*Ad Designer* (2006 - 2007)

Designed newspaper advertising in a fast paced environment with accuracy and precision. ¶Processed camera ready advertising from outside design agencies for newspaper production.

*The following Volunteer projects have enriched my abilities as a designer. These organizations have also allowed me to use design and illustration to influence social change.*

- DAVID SUZUKI FOUNDATION (DSF) - VANCOUVER BC  
*Designer/Illustrator*, 2008-present  
Provided illustrations for "Hot and Bothered" campus tour. Designed numerous pamphlets, reports, and information pieces for various groups.
- MOMENTUM MAGAZINE - VANCOUVER BC  
*Illustrator/Designer*, 2006-present  
Provide illustrations for articles. ¶Designed ads and promotional material for a magazine promoting a self-propelled lifestyle.
- CANADIAN ASSOCIATION OF MUSIC THERAPY - VICTORIA BC, *Co-Designer* (2007)  
Designed promotional products and conference guide for an annual event (bilingual).

*The following career positions illustrate my professional, managerial, and team building skills.*

- GREATER VANCOUVER REGIONAL DISTRICT - VANCOUVER BC  
*Park Worker* (2006)
- CITY OF GRANDE PRAIRIE - GRANDE PRAIRIE AB  
*Cemetery* (2003-2005)
- SURE GRO LAWN SERVICES - EDMONTON AB  
*General Manager* (1995-2004)

## Volunteer Activities

- BC Bike Race - Course Marshall (2009)
- North Shore Mountain Bike Association (NSMBA) - Volunteer Trail worker on "Trail Days" (2008-2009)
- Giro de Burnaby - Course Worker (2006, 2008)
- Lake Louise World Cup Skiing - Crew Chief (1999-2002)

## Skills

- Strong understanding of the design process from initial concept to end product.
- Versed in developing, designing, and executing projects for print.
- Well developed colour and typographic skills including strong design and layout knowledge.
- Advanced traditional art skills (drawing, painting, illustration).
- Experienced in communicating and collaborating with clients and fellow employees.
- Platforms: Macintosh, Windows
- Software: Adobe: Creative Suite (CS3), Acrobat 7