

# Adam Hofbauer

Art Director / Senior Designer

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## PROFILE

As an accomplished creative with over 20 years of experience, I have demonstrated expertise in both digital and print design, as well as photography, video production, and social media marketing. I possess a solid track record of successfully formulating and executing corporate brand identities that are aligned with an organization's strategic objectives. My expertise includes providing a detailed understanding of the potential impact of current solutions on future applications. I excel in effective communication and collaborative teamwork, as well as in presenting creative ideas to diverse audiences.

## SKILLS

Conceptualization and Execution of Corporate Branding | Art Direction and Design Leadership | Wireframing and Site Mapping | Digital and Print Design | Responsive Web Design | User Interface | Logo and Packaging Design | Marketing Collateral and Advertising | Photography, Video Production, and Storyboarding | Color Theory and Typography | Strong Analytical and Problem-Solving Skills

## PROGRAMS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) | Figma, Sketch, Adobe XD | CMS Platforms (WordPress, Shopify) | MS Office Suite | Apple iWork Suite

## EXPERIENCE

### AbbVie – Senior Graphic Designer – Contract

October 2023 - Present

- Consistently delivered high-quality designs exceeding client expectations.
- Collaborated closely with Creative Directors and Content Strategists to ensure a cohesive visual style and message across all design projects.

### Freelance Designer

April 2023 - October 2023

- Developed captivating brand identities, eye-catching marketing collateral, and engaging digital experiences for a range of clients.
- Successfully enhanced the visual presence of renowned brands through high-impact designs, resulting in tangible results.
- Utilized industry-standard software and stayed up-to-date with design trends to ensure my work stood out and left a lasting impression.

### Abelson Taylor – Senior Art Director – Contract

February 2023 - March 2023

- Consistently exceeded client expectations by delivering high-quality designs that effectively communicated their messaging.
- Collaborated closely with Creative Directors and Content Strategists to ensure a cohesive visual style and message across all design projects.

### DiD Agency – Senior Art Director – Contract

March 2022 - September 2022

- Led successful branding efforts for a multi-billion dollar pharmaceutical organization, resulting in 95% increased stakeholder satisfaction.
- Executed various design projects including website design, flyers, emails, social media, and promotional products, consistently satisfying clients.
- Demonstrated exceptional leadership skills by overseeing multiple rounds of design and development, delivering effective solutions that met client needs.
- Designed engaging email templates for senior management to communicate with a 50-person sales organization, improving user engagement.
- Optimized healthcare product's website design with infographics and illustrations, increasing user retention by 12%.

### Eversana Intouch – Art Director – Contract

November 2021 - February 2022

- Developed and presented diverse design concepts, collaborating with senior copywriters and the account team to achieve high client satisfaction.
- Coordinated effectively with the Creative Director and Content Strategist to ensure consistent visual style and message across designs.
- Consistently delivered high-quality designs exceeding client expectations.
- Played a pivotal role in the agency's success by effectively communicating client messages and helping them achieve their goals.

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## EXPERIENCE - *Continued*

### **Perfect Aire, LLC – Art Director**

November 2016 - March 2021

- Successfully rebranded the entire company, working closely with the Creative Art Director to communicate new brand guidelines throughout the organization, resulting in increased stakeholder satisfaction by 95%.
- Developed and executed impactful weekly sales communications in collaboration with the marketing team, resulting in a 35% improvement in product delivery time.
- Directed multiple campaigns, photoshoots, print publications, and digital projects, showcasing strong art direction and project management skills.
- Produced high-quality marketing materials, including logos, print collateral, POS displays, and other assets for over 300 national home improvement retail stores.
- Designed new packaging for expanding product lines across four separate home improvement corporations, contributing to the company's overall growth.
- Implemented a comprehensive artwork review process to maintain brand consistency and ensure exceptional design standards.
- Mentored junior designers and multimedia interns, sharing valuable company-specific design principles.

### **Dorn Marketing – Graphic Designer – Contract**

February 2016 - November 2016

- Successfully executed designs that adhered to clients' branding guidelines and met their specific requirements.
- Generated impactful in-store marketing materials for hardware store suppliers, resulting in increased sales and heightened customer engagement.
- Produced a comprehensive range of advertising assets for clients, encompassing digital and print ads, collateral, signage, brochures, and social media content.
- Demonstrated meticulous attention to detail and expert design skills by creating high-quality materials that effectively conveyed clients' messages and contributed to achieving their objectives.
- Played a pivotal role in driving the agency's overall success through the delivery of compelling designs that effectively communicated clients' messages and supported their goals.

### **Richardson RFPD – Marketing Communication Graphic Designer**

September 2014 - October 2015

### **BISCO – Senior Multimedia Designer**

September 2008 - September 2014

### **RPG Card Services – Email Marketing / Graphic Designer**

October 2007 - September 2008

### **Terco, Inc. – Marketing Graphic Designer**

August 2005 - October 2007

### **National Data Services – Graphic Designer**

June 2003 - August 2005

## EDUCATION

### **American Academy of Arts – Chicago, Illinois**

Bachelor of Fine Arts Degree: Graphic Design

### **College of DuPage – Glen Ellyn, Illinois**

Certificate Program: Responsive Web and Email Design