

# Alyssa Hoffmann

ART DIRECTOR + DESIGNER

## CONTACT

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Password upon request

## EDUCATION

### University of Illinois at Urbana-Champaign

BFA Graphic Design  
Art History Minor  
Leadership Certificate

## SKILLS & SOFTWARE

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Figma  
Art Direction  
Graphic Design  
User Experience Design  
Creative Solutions  
Concept Generation  
Design Thinking  
Strategic Thinking  
Storytelling  
Shopper Marketing  
eCommerce  
Social Media  
Branding  
Digital Design  
Print Design

## EXPERIENCE

### Freelance / Self-Employed | Remote

#### *Art Director & Designer* | Jan. 2024–Present

- Craft tailored creative solutions for clients across diverse industries, including finance, family services, education, and small businesses, by adapting to and thoroughly understanding individual client needs to drive growth and promote cohesive brand representations
- Brainstorm, pitch, develop and execute comprehensive creative design solutions, encompassing brand activations, branding, web design, presentation decks, digital design, and print collateral, ensuring cohesive and impactful visual communication across all platforms
- Efficiently manage multiple projects and clients simultaneously, prioritizing tasks and optimizing workflow to consistently meet tight deadlines and exceed client expectations, resulting in a high rate of client satisfaction and repeat business

### Little Buddy Agency | Remote

#### *Art Director* | May 2022–Oct. 2023

- Partnered with Disney's Yellow Shoes Creative Group to create innovative content for Walt Disney World's social channels, crafting over 20 original stories and audience-specific projects that reflected the brand's magic
- Directed and oversaw visual communication from concept to execution including design, photo and video shoots, and collaboration with specialized artists to ensure high-quality creative that met brand standards
- Built internal tools, systems, templates, and best practices to optimize workflow and increase productivity, resulting in greater efficiency and consistency across the agency

### Arc Worldwide – Leo Burnett Group | Chicago, IL and Remote

#### *Art Director* | Oct. 2020–May 2022

#### *Junior Art Director* | Jun. 2018–Sept. 2020

- Conceptualized brand, channel, retail, and regional creative solutions across on-premise, off-premise, and digital marketing environments for Molson Coors and Unilever portfolios of 100+ brands
- Collaborated with multidisciplinary teams including copywriters, strategists, producers, and account directors to craft and execute effective shopper-centric marketing solutions
- Transformed complex business problems into compelling visual communication and experiences that resonated with evolving target audiences, leveraging strategic human insights
- Spearheaded the regeneration of Conscious Mind, an Employee Resource Group focused on promoting well-being in the workplace, through a comprehensive rebranding effort, strategic content planning and creation, innovative event planning, and effective employee engagement initiatives
- Facilitated creative onboarding of a new, 100-person client team, and trained newly hired employees on agency processes and workflows while providing vmentorship and guidance to ensure a smooth and successful transition

### University of Illinois Research Park–EnterpriseWorks

#### *Senior Graphic Designer* Sept. 2016–May 2018 | Champaign, IL

- Led and mentored a team of four interns, ensuring their projects adhered to timelines and maintained high-quality standards while offering constructive feedback and guidance to foster their professional growth
- Created cohesive marketing collateral and implemented style guidelines to maintain brand uniformity across diverse platforms and deliverables
- Collaborated closely with startup ventures to define brand identities, design websites, and establish other essential brand touchpoints contributing to their expansion and achievement