



David A. Hoffnung

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(423) 943-6397

Graphic Arts & Design

I am a creative designer from the green valleys of East Tennessee. The pillars upon which I operate are reliability, integrity, and accountability. I thrive when highly organized, and so have a natural desire to bring systematic organization to my work environment. I enjoy working with layout and composition the most, and as such have cultivated a solid background in creating logos, signage, graphics, and print layouts such as business cards, brochures, magazines, and newspapers.

Primary Skills & Specializations

- Vector Art & Design; Logos & Illustrations
- Layout, Typesetting, & Pagination
- Photo Processing & Manipulation
- Signage Design & Light Production
- Organization & Systematization
- Novel Thinking & AP Writing Skills

Primary Software Knowledge

- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Photoshop CC
- FlexiSign / VinylMaster Pro
- Google Calendar & Adobe Acrobat DC
- Apache OpenOffice / Microsoft Office

Education & Extracurricular

- I took Desktop Publishing and Advanced Placement English courses at Science Hill High School in Johnson City, TN.
- Graduated in 2009 w/ a degree in Media Arts from the University of Tennessee, Knoxville - incl. 3 years of Graphic Design.
- Founded and chaired a student committee, the Society of Media Artists; planning events and designing promotions.
- Designed posters for UTK's Visual Arts Committee for six years, eventually serving as vice-chair and helping to plan events.
- I continue my design and related education through online resources like Udemy and YouTube.

Work Experience & References

2010 - Present | **Independent Consulting & Freelance Design** | Consultant & Creative For-Hire

I have designed and consulted for country music managers, magazine publishers, medical professionals, bloggers, folk bands, DJs, advertising agencies, local restaurants, and a lot more since launching my simple website in 2010.

References:

- I've created logos and designs for cellist and law student **Cody M. Ledford**: 423-202-5820 | codymledford@gmail.com
- I frequently work with local illustrator and t-shirt designer **Isaac Knicley**: 423-271-8337 | tshirtguys@fifteentees.com
- I've designed branding and book covers for typesetter **Lori Weidert**: 216-621-4950 | lori.weidert@gmail.com
- I manage a simple, mobile-friendly online menu for **Chuck Bailey** of **The Hokie Smokie**: hokiesmokie.com | 423-525-7556
- I've designed stickers, album covers, and a website for folk-rock band, **This Mountain**: thsmtn.com | hello@thsmtn.com

2012 - 2014 | **Fast Signs Johnson City** | Graphic Designer

I designed all of the signage and other products sold at the shop for nearly two years, and improved customer relations by creating a clear proofing policy and informative showroom displays. I sped-up production and reduced waste by creating an interdepartmental tracking sheet system and reorganizing the shop's inventory.

Reference:

- **Joe Johnson** was the Production Manager: 865-806-3082

For examples and more information, visit my website: davidhoffnung.com