

Daniel Hoffman
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Dear Selection Committee,

I write in regard to the Graphic/Interactive Design faculty position, and I thank you for your consideration.

My background is in the fine arts, but I discovered the allure of interactive design by way of animating jumbo screen graphics in Philadelphia stadiums while still in undergrad. A bit different than the ceramic sculpture and art history I was studying, to be sure, but it was creative and challenging work that set me on a path I continue to enjoy.

After earning my MFA, I taught college courses while simultaneously managing my animation business. My education and skill set have afforded me a great variety of exciting projects: creating public art with industrial design firm Studio KMD, building animations for large-scale concert displays, being an artist-in-residence, and creating graphic assets for film, TV and web. I even put my bachelor's degree to work designing and creating physical props for TV. Recent animated graphics clients include National Geographic and The New Yorker.

At QVC my role gives me a greater appreciation via practical, firsthand knowledge of design's role in a global context. In addition to creating engaging on-air graphics under deadline pressure, I work with our Platform Innovation team to craft our identity and improve the user's experience on new and evolving media outlets, domestically and internationally.

Design today is rapidly becoming a global language: more and more we use the same products to fashion a common visual language. UX design is at the forefront, and I am lucky enough to utilize this at QVC.

In addition to my design career, I have experience in many levels of education, from high school to continuing education to the college level. While completing New Jersey's alternative track teacher training, I gained a deeper understanding of education techniques and pedagogy. I am eager to step back into that academic environment, fortified with knowledge gained through professional industry and personal experience.

My résumé is enclosed for your review. I do plan to attend the CAA conference this year but please do not hesitate to call me if there is any additional information I can provide you before then. I look forward to speaking with you.

Best,
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