

Daniel Forrest Hoffman
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ART DIRECTOR • EDUCATOR • DESIGNER

PROFESSIONAL EXPERIENCE

QVC INC. - SENIOR DESIGNER - MOTION GRAPHICS DEPARTMENT / MULTI-CHANNEL PLATFORM INNOVATION TEAM MEMBER 2015-PRESENT

- Create look and feel for Emerging Platform initiatives, including QVC's XFINITY and Roku presence, designing look for online shoppable video content, and creating Swipable shopping app to get better visibility into customer behavior.
- Create pitch/presentation material to obtain buy-in from senior leadership.
- Utilize 2D and 3D animation techniques to create product demonstrations, graphic packages, and promos for online and on-air.

FREELANCE - ART DIRECTOR/DESIGNER 2009-Present

- Develop concepts, graphics and props for award winning ad campaigns, music videos, and films. Manage projects, freelance talent, and client relationships.
- Create pitch material to win new clients and communicate concepts for production. Consult on the SPFX process/pipeline.
- Manage projects, client relationships, and budgets.

Clients: VICE, QVC, Digitas NYC, The New Yorker, Garnier, Féria, Discovery Channel, National Geographic, Honda

BIGSMACK.TV – ANIMATOR/DESIGNER 2012-14

Created award winning promotional campaigns from concept to completion. Designed and animated graphics, built props, color corrected, and composited video. Researched props and set dressing. Acted as Production Assistant on set. Created pitch material and storyboards.

Test Cases:

- Our promos helped Brain Games become the highest rated show ever on National Geographic.
- We created upfronts for A&E increasing ad sales 12-13% over the previous year.

Clients: A&E, Nat Geo TV, Nat Geo International, HBO Latino, Discovery Channel.

KUTZTOWN UNIVERSITY – PROFESSOR – ART EDUCATION DEPT. 2012

Developed curriculum for a new video course for Art Education students.
Courses: 4D - video production foundation • 2D design

GOOGLE INC. - ADS QUALITY RESEARCHER / EVALUATOR 2008-12

Evaluated ad content for accuracy and SEO. Researched user queries / intentions. Cross evaluated research with ad content and rated ads accordingly.

PHILADELPHIA UNIVERSITY – ADJUNCT PROFESSOR – INTERACTIVE DESIGN DEPT. 2009-12

Courses: Digital Video Production • Art History Surveys 1 & 2

TYLER SCHOOL OF ART - TEMPLE UNIVERSITY – INSTRUCTOR – CONTINUING ED. DEPT. 2009-12

Developed animation course, and helped develop a portfolio prep course for incoming freshmen

Courses: Animation • Portfolio Prep (sculpture) • Ceramics (handbuilding)

THE OHIO STATE UNIVERSITY – INSTRUCTOR OF RECORD – DEPT. OF ART 2008-09

Courses: Ceramics (handbuilding)

COMCAST SPECTACORE - ANIMATOR / MATRIX OPERATOR 2001-07

Design motion graphics. Operate display systems for live events.

FEATURED WORK

2016 ART DIRECTOR/ANIMATOR – National Geographic Documentary - Hell On Earth, The Fall of Syria and the Rise of ISIS – Documentary

2016 ANIMATOR / CONCEPT DEVELOPMENT - The New Yorker Presents Documentary Series – The Agent

2015 DESIGN / ANIMATION - Nightscape at Longwood Gardens

2013 ANIMATOR / CONCEPT DEVELOPMENT / PRODUCTION ASSISTANT - NATIONAL GEOGRAPHIC INTERNATIONAL– Rebrand

2013 ANIMATOR / CONCEPT DEVELOPMENT / PRODUCTION ASSISTANT - NATIONAL GEOGRAPHIC– Brain Games Season 2 campaign

2013 ANIMATOR / COMPOSITOR - DISCOVERY CHANNEL– Brand Anthem

2012 ANIMATOR - NATIONAL GEOGRAPHIC – “Genographic Project” - Directed by Christos DeVaris

2012 SPECIAL EFFECTS ARTIST/COMPOSITOR - GHOSTROBOT – “VaVaVoom” (music video) - Bassnectar and Lupe Fiasco, directed by Joey Garfield

2012 ANIMATOR/COMPOSITOR - GHOSTROBOT – “First Winter” directed by Benjamin Dickinson

2011 EFFECTS CONSULTANT / PROP BUILDER - PINGPONG PRODUCTIONS - “The Supernaturalist” - Discovery Channel Show **2011** SPECIAL EFFECTS ARTIST / COMPOSITOR “Neighbors” – Directed by Rachel Goldberg

2008 ANIMATOR – Honda Civic campaign - FilmGroup - Directed by Robin Hayes

AWARDS/PUBLICATIONS

2012 Woodcraft Magazine Winter 2012

2011 Crystal City BID Public Art Commission

2011 The International Turning Exchange Residency, The Wood Turning Center, Philadelphia PA

2009 Residency recipient at Belden Brick Company 2008 & 09

2007 University Fellowship recipient, The Ohio State University

2006 Steven E. & Carolyn J. Gottlieb Woodcraft Scholarship to Arrowmont School of Arts

SELECTED EXHIBITIONS/FESTIVALS

2012 Tribeca Film Fest (First Winter)

2012 Capital City Film Fest and Nashville Film Fest (Neighbors)

2012 Philadelphia Independant Film Fest (Feathers and Tripped Into You)

2011 Duets Juried Exhibition, Delaware Center for the Contemporary Arts, Wilmington, DE

2010 Constructs Juried Exhibition, FLUX Space, Philadelphia, PA

2010 Being Still Juried Exhibition, ROY G BIV Gallery, Columbus, OH

2009 Begged, Borrowed, and Stolen MFA Exhibition, Urban Arts Space, Columbus, OH

2008 Chess Medialia Rack and Hamper Gallery, New York, NY

2006 Art of the State The State Museum of Pennsylvania, Harrisburg, PA

2006 Microcosms Medialia Rack and Hamper Gallery, New York, NY