

LAURA G. HOFMAN

Graphic Designer

Print | Digital | Web | Video Editing |
Photography | Artist | Educator |
Bilingual English/Spanish

Phone: 847-997-5693
2laurahofman@gmail.com
laurahofman.com

I am a detail oriented Multimedia Designer with the ability to work individually and as part of a team. I am an organized, flexible, reliable, creative and happy individual. I am able to meet deadlines in a fast paced environment and I have excellent customer service skills.

EDUCATION

The Illinois Institute of Art - Schaumburg

Bachelor of Fine Arts in Graphic Design 2018
Associates of Applied Science in Graphic Design 2017
Digital Design Diploma 2015
Web Design Certificate 2012
AIGA Member | STA Member

EXPERIENCE

40 Stripes Advertising | *Founder and Creative Director - 2018 - Ongoing*

Work with clients to establish project needs and timelines. Successfully build and maintain long-term business relationships with key clients. Branding, collateral materials, web design, digital marketing, photography and video editing.

ACERO Schools | *Covid-19 Response Specialist (Hybrid) 2023*

Implemented and managed the Covid-19 response and mitigation strategies for its campuses. Overseeing surveillance testing, contact tracing, and supporting other covid-19 mitigation works such as vaccine clinics and communication campaigns. Maintained records of all school Covid-19 cases. Communicated surveillance testing results and conducted contact tracing for all staff and students. Maintained databases and communicated data accordingly.

Trickster Cultural Center | *Media Editor 2021*

Created posters to promote various events including the Annual National Gathering of American Indian Veterans. Designed a visitor's guide brochure with maps of the gallery. Interviewed veterans and edited videos. Created promo videos for upcoming events. Designed banners for traveling exhibits. Recorded events and edited videos to put on the website.

Academy of Music and Art | *Graphic Designer and Substitute Teacher 2021*

Designed dance recitals and theater performance programs. Designed book layout and cover. Updated website as needed. Substitute art teacher and assisted with planning art lessons.

GT Universe | *Freelancer 2020*

Video editing for zoom conferences. Created promo videos and logos for events.

Vikki Rood Life Coach | *Freelancer 2020*

Branding and Promotional materials for online classes and presentations. Logo and business cards. Designed book cover. Mailchimp Newsletters. Wordpress website redesign.

Nutritional Decadence | *Freelancer 2018*

Redesign logo, product label, assisted with customer research, presentation designs, promotional materials and other event logistics. (Latina Expo Chicago 2019, 69th Annual ILSNA Conference and Expo).

SKILLS

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dreamweaver, Lightroom. Microsoft Office (Outlook, Word, Powerpoint, Excel), Google Suite (Form, Docs, Sheets, Slides).

PERSONAL SKILLS

Communication, problem solving, teamwork, conflict resolution, adaptability, fluent in spanish.

VOLUNTEER WORK

I am currently a tutor with Tutoring Chicago. I spend time assisting a student with homework, math, literacy, social awareness activities and study methods. We focus on setting goals for the year and making progress towards those goals in our weekly sessions. I also assist in completing math and literacy assessments to measure progress and attend fundraising events.
