

# ERIK HOFMANN

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## WEBSITE / PORTFOLIO: ERIKHOFMANN.COM/PORTFOLIO

*Passionately creating work in print and digital interfaces*

## RELEVANT EXPERIENCE

### **Bouchards – Multimedia Graphic Designer**

*Milwaukee, WI • 01/2023 - 05/2023*

- Utilized DSLR camera and Photoshop to shoot and edit images to satisfaction, and promote products and brands on social media
- Developed strong relationships with colleagues and worked effectively as a team
- Created prolific designs, product mockups, social media graphics and ads that adhered to company brand style
- Managed Shopify eCommerce site, kept product base up to date with quality photos, item quantities, descriptions, and other relevant information
- Enhanced company's online image through rebranding expertise to ensure profitability and business growth

### **Lakeshore Screen Printing – Graphic and Web Design Intern**

*Manitowoc, WI • 03/2022 - 05/2022*

- Provided creative needs and services for clients including logos, posters, banners, t-shirts, mockups, ads, and websites
- Used WordPress to manage and update the product base within existing eCommerce sites and produced non-eCommerce websites for clients
- Utilized communication skills with supervisors to effectively manage and perfect projects

## RELEVANT PROJECTS

### **Maison dé Bouchard x New Era x Milwaukee Bucks Hat Collection • 04/2023**

- Collaborated with co-worker to design concepts and sample layouts of hats for an exclusive collection, ultimately exposing a new audience to company's brand
- Presented mockups to New Era rep, made necessary changes to satisfy brand guidelines and finalized designs in a timely manner

### **Susan's Second Style Business Website • 12/2022**

- Provided client with domain, hosting, and SSL to deliver a professional and secure website, resulting in increased store recognition and customer engagement
- Captured, edited, and optimized photos to enhance website

### **Lady Gaga Magazine + ePublication • 04/2022**

- Applied strong layout and typographic choices in InDesign to create a unique 20-page print-ready magazine, as well as an interactive digital ePublication
- Compiled necessary content online and manipulated existing images and assets to design multiple full-page ads and spreads

## CONTACT

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Milwaukee, WI 53202

## EDUCATION

### **Associates of Applied Science:**

Graphic and Web Design

### **Lakeshore Technical College**

*Cleveland, WI • May 2022*

- **GPA:** 4.0 (Dean's List and Presidential Honors Graduate)
- **Organizations:** Phi Theta Kappa
- **Technical Certificates:**  
Adobe Creative Cloud, Digital Media, Digital Print Design

## TECHNICAL SKILLS

Adobe Creative Suite, WordPress, HTML & CSS, Apple Ecosystem, Microsoft Office, Graphic Design, Branding & Identity, Design Patterns & Principles, Typography, Web Design, Social Media

## SOFT SKILLS

Time Management, Creativity, Communication, Adaptability, Team Collaboration, Attention to Detail, Organization, Integrity

## OTHER EXPERIENCE

### **The Knick Restaurant - Server**

*Milwaukee, WI • 05/2023 - Present*

### **PetSkull Brewing Co. - Bartender**

*Manitowoc, WI • 07/2021 - 08/2022*

### **Hobby Lobby - Custom Framer**

*Manitowoc, WI • 08/2019 - 06/2020*