

Michael Hoffman



maaronhoffman@gmail.com



michaelhoffmandesign.com



701-781-9797

Summary

Experienced Design Director with a proven track record of leading and executing high-impact digital projects for broadcast and digital media. With expertise in motion graphics, video editing, VFX, web design and graphic design, I bring a comprehensive approach to creating visually compelling digital experiences. I excel in guiding projects from concept to completion while maintaining brand consistency and quality across all digital assets. My proficiency in industry-standard software such as Adobe Creative Suite, Avid Media Composer, and web development tools allows me to produce modern and aesthetic content that resonates with diverse audiences. Adept at handling complex design challenges, I am committed to delivering innovative solutions that drive engagement and elevate brand identity. **My website hosts a variety of examples of my design work, so please feel free to take a look!**

Experience

Design Director

JLTV January 2021 - Present, Los Angeles, CA

- Spearhead the development and execution of visually compelling pitch decks, tailored for both internal stakeholders and external partners.
- Manage the design and production of digital media, including motion graphics, animations, and static digital images, aligned with brand identity.
- Lead and oversee all aspects of web design, including both front-end and back-end development, to ensure a cohesive and user-friendly digital presence for JLTV.
- Collaborate closely with marketing and content teams to conceptualize and deliver engaging visual content across multiple digital platforms.
- Maintain and elevate the visual consistency and quality of all digital assets, ensuring adherence to brand guidelines and industry standards.
- Lead cross-functional design teams, providing guidance, mentorship, and creative direction to ensure project success.
- Utilize industry-standard design software (Adobe Creative Suite, etc.) and web development tools to produce high quality, on-brand digital media.
- Conduct regular design and code reviews, implementing feedback to refine and enhance creative outputs and web functionality.
- Manage timelines, budgets, and resources effectively, ensuring projects are delivered on time and within scope.

Video Editor

Jewish Life TV June 2017 - January 2021, Los Angeles, CA

- Experience Promo editor with over 100 promos and interstitials for television broadcast, digital distribution and social media platforms using Adobe Premiere, Adobe After Effects and Adobe Photoshop.
- Designed and produced original VFX content for broadcast and digital distribution using Adobe After Effects.
- Implemented advanced plugins, such as Waves suite for audio and Element3D for VFX to enhance projects.
- Edited and co-produced season 1 of Tech Jews, a show that goes over various tech products with an intergenerational twist.
- Edited episodes 3, 4, 5, and 6 of Reviewish Season 1.
- Produced 50+ episodes of the animated short series Would Jew Guess for broadcast and digital distribution.
- Managed timelines, budgets, and resources effectively, ensuring timely delivery of projects.

Audio Engineer

The Mix Room June 2014 - April 2016, Burbank, CA

- Worked alongside producer and mixing engineer, Ben Grosse, during mixes of albums by artists such as Breaking Benjamin.
- Created drum triggers for use with Slate plugins on various records, including Breaking Benjamin.
- Leveraged SSL audio consoles to mix albums for notable artists, resulting in a reduction in mix time and increased mixing quality. Utilized various plugins to master the finished songs for release.
- Utilized advanced audio engineering techniques, such as equalization, compression and limiting to refine sound quality and polish a mix for a professional sounding product.

Education

Indiana University Bloomington

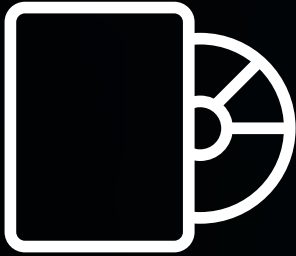
Bachelor of Art
Indiana University | Bloomington, Indiana | 2014

Certifications

Avid Certification | 2023

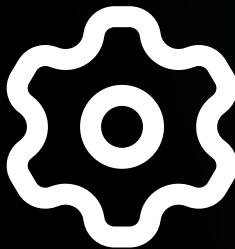
Certification in Avid Media Composer allows me to work quickly and intelligently.

Skills



Software:

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Avid Media Composer
- HTML/CSS
- JavaScript
- MySQL
- Slack



Technical Skills:

- UX/UI Design
- Video Editing
- Visual Effects (VFX)
- Pitch Deck Design
- Creative Direction
- Content Strategy and Development
- Graphic Design
- Motion Graphics
- Front-End Web Design (HTML, CSS, JavaScript)
- Back-End Web Development (MySQL)
- Audio Mixing and Production
- Digital Media Production
- Brand Identity Development
- Cross-Platform Digital Content Creation
- Team Leadership and Mentorship
- Project Management
- User Interface (UI) Optimization
- User Experience (UX) Enhancement
- Digital Asset Management
- Code and Design Review
- SEO Optimization

