

SEBASTIAN HOFER

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D.O.B: 29/08/75 Nationality: German
Languages: English, German
Driving Licence: Full Licence

CAREER HISTORY

OCT 2008
- PRESENT

INTERACTIVE DESIGNER/ ART DIRECTOR
FREELANCE

CLIENTS/ AGENCIES

Agencies incl: AKQA, Start Advertising, Weiden+Kennedy
Clients incl: Burger King, Nike, Fiat

RANGE OF WORK

Developing concepts, coming up with idea. Working closely with creative director, and a team of designer and programmers.

Print/ Advertising

Creating graphics and illustration for poster and magazine print campaigns.

Websites/ Online Advertising/ Viral Films

Concepting and storyboarding online advertising campaigns, Viral films. Creating designs in Photoshop and Flash for Websites, Viral films and animating banners.

JUL 2006
- OCT 2008

INTERACTIVE SENIOR DESIGNER,
HOLLER

CLIENTS

Clients incl: Channel 4, ABN Amro, MTV, Procter & Gamble, Selfridges, Universal Music

RANGE OF WORK

Developing concepts, coming up with idea. Overlooking entire projects from concept stage to execution. Creating designs and animations for online advertising campaigns, websites, and online game. Working clientfacing and closely with creative director, and a team of designer and programmers.

Websites/ Online Advertising/ Games

Concepting and storyboarding online advertising campaigns, game ideas and websites. Creating designs in Photoshop and Flash. Creating character designs and animation for online games. Animating banners.

DEC 2005
- JUL 2006

INTERACTIVE DESIGNER,
VCCP INTERACTIVE

CLIENTS

Clients incl: Coca Cola, Bell Cheese, FedEx, Hyundai

RANGE OF WORK

Creating designs and animations for online advertising campaigns, websites, and online game. Working closely with clients, creative directors, and a team of designer and programmers.

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Websites/ Online Advertising/ Games

Concepting and storyboarding online advertising campaigns, game ideas and websites. Creating designs in Photoshop and Flash. Creating character designs and animation for online games. Animating banners.

DEC 2005
- DEC 2000

**INTERACTIVE/ GRAPHIC DESIGNER, ILLUSTRATOR
FREELANCE**

CLIENTS/ AGENCIES

Agencies incl: BBH, Cake Media, Less Rain, Moving Brands, Poke, Chemistry
Clients incl: The Guardian Guide, Levi's, Kike, Nintendo, Nokia, Mitsubishi, Orange, The Observer, Playstation, RedBull

RANGE OF WORK

Developing ideas and concepts, creating layouts, illustration. Over looking the design process from concept to execution. Range of work including print advertising, magazine design, websites, online advertising, game and character design. Working closely with clients, creative directors, programmers and printers.

Print/ Advertising/ Graphic Design

Creating illustrations and graphics for magazines, records sleeves, posters and flyers. Development of bi-yearly 32 page marketing and advertising magazine including, cover, page layout and all editorial illustrations.
Creating new logos and corporate imagery as well as redesigning existing corporate identities for independent and corporate businesses. Creating and layout of business cards, letterheads, comps slips for print.
Creating graphic design and illustrations for advertising in consumer magazines, trade press and poster campaigns.

Interactive/ Websites/ Online Advertising/ Games

Creating concepts and ideas for websites. Flash illustrations and animation for sites flash games and banners. Photoshop layouts for html sites.
Creating concepts for web games. Drawing storyboards and designing characters. Creating final screen graphics and animation.

JULY 1999
- DEC 2000

**GRAPHIC DESIGNER
BUERO X, DESIGN AGENCY, HAMBURG**

CLIENTS

Axel Springer Publishing

RANGE OF WORK

Developing visual ideas for a weekly comedy/TV magazine. Creating magazine covers and page layouts. Drawing comic strips and editorial illustrations. Preparing artwork for client presentations, including dummy magazines. Working closely with magazine editor and design team.

JAN 1998
-JULY 1999

**GRAPHIC DESIGNER
JUNG VON MATT, SPRINGER&JACOBI, ANDVERTISING AGENCIES, HAMBURG**

CLIENTS

BMW, Mercedes Benz, T-Mobile

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RANGE OF WORK

Developing ideas for advertising campaigns. Creating graphic layouts for print advertisements. Working with Photographer on set. Involved in client pitches and presentations including creating mood boards, drawing storyboards, building prototypes and dummy folders. Working closely with production team. Monitored the print process. Manage the day to day running of graphic department.

AWARDS

Silver medal (multimedia), ADC New York , 2004
Nomination in Cannes 2004, Interactive Section

EDUCATION

1995 –1999

University of Arts, Hamburg
BA Illustration/ Subjects: Graphic Design, Animation, Film

1993 – 1995

High School of Arts, Munich
Abitur, Subjects: Art, English, General Studies

COMPUTER SKILLS

Excellent skill level in following graphic tools:
Photoshop, Illustrator, Indesign, Flash, After Effects

More Information on request