

# David Hofbauer

Portfolio: [flyadvertising.net](http://flyadvertising.net)

## Creative Director, Multimedia Designer and Developer

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Hands-on Interactive Creative Director with over 15 years of design, technical, marketing and advertising experience:

- Currently providing creative direction and departmental leadership in an interactive medical marketing agency
- Highly skilled in responsive web design and development using HTML5, CSS3, jQuery, PHP and MySQL
- Strong traditional design background with expert knowledge of industry standard applications (Illustrator, Photoshop, etc)

## BRIOMed, Livingston, NJ

### 2/13 - present, Interactive and Creative Services Director

- Integral part of team responsible for developing client marketing and technology strategies
- Instrumental in winning new business by providing technical and procedural guidance during presentations
  - Recommendations based on knowledge of market trends, real-world experience and years of hands-on product development
  - Confident, informative advice provides a high comfort level in company's abilities
- Develop ongoing, value-added enhancement ideas for online products
  - Allow client's products to continue to evolve
  - Sustain company's business and financial relationships with clients
- Implement responsive design and mobile integration throughout all company offerings
  - Based on research and analysis of end-user browsing and device trends
- Active art and technical direction and/or development of all online and print-based products
- Provide strong departmental leadership
  - Manage internal and external resources to ensure all products are delivered accurately, on-time and exceed client expectations in a fast-paced, deadline-driven atmosphere
  - Encourage developers to continually research and recommend new coding methods and recommendations
  - Agree with and approve sound, well-researched and "common sense" recommendations
  - Research and direct API, library and code integration

## BRIOMed, Livingston, NJ

### 4/08 - 2/13, Senior Interactive Multimedia Designer and Developer

- Allowed company to take all web initiatives in-house and save tens of thousands of dollars annually
- Provided central role in all online projects from initial brainstorming to budgeting, resource management, execution and roll out
- Designed highly-successful, interactive teaching and medical resource portal for Allergan
  - Matched users geographically to facilitate medical BOTOX injection training
  - Included an extensive backend which allowed program managers to track and schedule training sessions in real-time
  - Online features reduced the need for employee resources by 2/3
- Worked with outside vendors to develop an online PowerPoint builder application
- Designed and programmed online advisory boards, user forums and interactive presentations for several clients
- Designed and programmed web-based continuing medical education (CME) activities using PHP/MySQL
  - Designed relational databases to house physician profiles and test results
  - Designed and programmed evaluations and detailed polling applications
  - Designed interactive admin panels to display results dynamically
- Created content management systems for program managers
  - Freed up departmental resources for more technically and artistically demanding tasks
- Worked with several managers on multiple, simultaneous projects self-managing all time-lines with great success
- Clients included Allergan, Abbott, Actelion, Amylin, Amylin-Lilly, Endo Pharmaceuticals, Eli Lilly, NPS Pharmaceuticals

## **Provenir, Inc, Parsippany, NJ**

### **4/05 – 4/08, Graphic User Interface Designer**

- Designed web-based graphic user interface for proprietary software used by financial institutions worldwide
  - Worked with team of developers and managers to assure multiple needs were met during initial design phases
  - Worked with company's first team to successfully bring proprietary software to mobile devices
  - Created style guides used to maintain visual integrity of products, including features to be added in future releases
  - Created over 180 icons for new UI
  - Continued to support developers and QA throughout project life-cycle
- Worked with sales team to develop visually appealing and engaging custom presentations for clients and prospects
  - Team reported markedly greater success closing deals as a direct result
- Designed high level multimedia presentations used to demonstrate advanced technical concepts
  - First to introduce Flash elements into PowerPoint presentations for enhanced interaction
- Programmed original content management system in ASP.net for corporate web site
  - Learned ASP.net to ensure that the system fit seamlessly into established work-flows
  - Reduce monthly site maintenance time by one half
- Created digital and traditional marketing collateral
- Worked with Sales, Development and Offering Management departments on concurrent initiatives, often taking on the role of project manager

## **Free-lance Projects**

### **7/97 - present**

- Provided consultation, development and design services to over 60 clients
  - Designed and programmed iPad UI for tablet advertising start-up
    - Included extensive jQuery and CSS3 programming
    - Worked with team of developers using source control to manage file iterations
  - Developed web app for pediatric feeding and swallowing disorders center
    - Provided doctors with the ability to chart patient feeding and swallowing progress in real-time using iPads
  - Designed website for automotive repair facility which included a custom content management system
    - Allowed owners to update the status of their customer's jobs in real-time
    - Significantly reduced employee time spent on the phone
  - Developed several custom applications for large, regional medical center
    - eCards, employment application, physician referral, lecture registration tied to opt-in custom newsletter (vertical marketing)
  - Designed ads for high-end magazines, corporate identity packages, illustrations, multimedia presentations, online marketing, HTML emails, promotional items, movie props and more to small and large business in various markets
  - Worked with SEO specialists and online marketers on various projects to ensure the highest possible value for clients

## **Manning Advertising, Wyckoff, NJ**

### **10/00 - 4/05, Graphic Designer/Web Developer**

- Sole designer in a national award-winning campaign which yielded a 400% sales increase for clients in California
  - Vital role in original concept meetings
- Worked both independently and as part of design team
- Programmed original applications for customer retention management
- Created highly interactive Flash and static websites
- Created high-end print advertising for magazines, billboards and newspapers under tight deadlines

**Giovatto Advertising, Glen Rock, NJ**

**4/98 - 10/00, Multimedia Designer**

- Developed and programmed multimedia Flash and Director presentations incorporating live motion video and animation
  - Learned ActionScript to accomplish more interactivity within presentations
- Worked cohesively with many designers
- Designed print advertising for over 100 clients in fast-paced, deadline-driven atmosphere

**Jersey Journal, Jersey City, NJ**

**9/97 - 4/98, Graphic Designer**

- Learned paste-up, page layout and color plate technology, large format scanning and page transmission

**EDUCATION**

**Pratt Institute, Brooklyn, NY**

- BFA in Communications Design (1997)
- GPA: 3.97, Certificate of Excellence for Outstanding Achievement in Illustration - Pratt Circle Award