

ARIAN HOFFMANN

Graphic Designer - Industrial Design

ID: 39248177 | Córdoba, Argentina. | **Mobile:** (+54) 3493 - 415775 | **Mail:** arianhoffmann16@gmail.com

SUMMARY

I am an Industrial Designer, a creative and committed professional, constantly studying and updating design software, while incorporating the use of artificial intelligence as a complementary tool. I bring an innovative and strategic perspective to every project, adapting to different contexts and challenges.

I am characterized by my ability to work in teams, my motivation for continuous learning, and my strong commitment to achieving established goals.

WORK EXPERIENCE

Industrial Design - Dmente Creativa (México)

Jul 2024 - Present

- At Dmente Creativa, I develop and design point-of-purchase (POP) display materials, creating innovative solutions that enhance brand visibility. My work ranges from concept development and 3D design to the preparation of final artwork and technical drawings for production. I take part in promotional projects, ensuring functional, attractive proposals aligned with each brand's visual identity.

Agencia Atípica - Graphic Design Lead (Argentina)

Oct 2022 - Jul 2024

- I led the design department, coordinating creative projects focused on digital marketing and social media advertising. My role included directing design teams, developing visual strategies, and producing both graphic and audiovisual content. I worked with tools such as Adobe Photoshop, Illustrator, and After Effects, as well as video editing for advertising campaigns. Additionally, I contributed to strategic marketing planning, ensuring that every creative proposal aligned with the agency's and clients' business objectives.

Freelance Graphic Designer – Wodes (Boutique Marketing & Advertising Agency)

Oct 2022 - Jul 2024

- I worked independently in the graphic design area, collaborating on digital marketing and advertising projects. My responsibilities included developing graphic and audiovisual content for social media, video editing, and creating assets aligned with the communication strategies of the agency and its clients. I also contributed to the implementation of social media campaigns, providing creative proposals focused on strengthening brand identity and market positioning.

Graphic Designer – Experience in Different Sectors

(Dec. 2019 – Mar. 2022 | Rosario, Santa Fe – Sunchales, Santa Fe – Buenos Aires, Argentina | Remote)

- During this period, I worked as a Graphic Designer both independently and within companies, developing creative projects in the fields of education, retail, supermarkets, and hardware stores. My role combined graphic design with visual communication management, digital content creation, and strategic support in marketing and social media.

Key Experiences:

Sé Diferente – Academy

Feb. 2020 – Mar. 2022

- Responsible for the corporate and visual identity of the academy. Designed graphic materials for social media, edited videos for the YouTube channel, and supported institutional communication campaigns.

Te lo Hacemos Fácil – Supermarket

Jan. 2020 – Dec. 2021

- In charge of the supermarket's visual identity. Designed graphic pieces and managed social media presence. Oversaw, updated, and designed the mobile application, while also organizing product displays and promotional catalogs.

Tools Ferretería

Dec. 2019 – Dec. 2020

- Developed the corporate visual identity for the company's social media channels. Created graphic and advertising materials aligned with the company's positioning.

Main Responsibilities:

- Development and management of corporate visual identities across different sectors.
- Design of graphic and audiovisual materials for social media, digital campaigns, and institutional channels.
- Video editing for promotional and educational content.
- Planning and execution of visual communication strategies to strengthen brand identity and presence.
- Design and maintenance of a mobile application for the retail sector.
- Collaboration on digital marketing campaigns and social media advertising.

ADDITIONAL INFORMATION

Technical Skills:

- Development of point-of-purchase (POP) materials and retail display design.
- 3D modeling, rendering, and preparation of technical drawings for production.
- Brand identity development and visual communication strategies.
- Graphic design and audiovisual content creation for digital campaigns.
- Integration of artificial intelligence tools as a complement to design workflows.
- Project coordination and adaptation of creative proposals to client objectives.

Languages: Spanish (Native) – English (Basic, able to communicate effectively).

Certifications:

- Certificate in "Identity Design and Branding."
- Certificate of "Full Stack Web Developer" awarded by Numen Academy.
- Certificate of "Student Social Commitment" awarded by the National University of Córdoba.

EDUCATION

- University (in progress) - "BACHELOR OF INDUSTRIAL DESIGNER - NATIONAL UNIVERSITY OF CÓRDOBA."
- High school diploma - "CERTIFICATE OF UPPER SECONDARY EDUCATION, HUMANITIES AND SOCIAL SCIENCES MODALITY".
- "FULL STACK WEB DEVELOPER" - NUMEN Academy.