

# STEFANY HOFER



HUMAN BEING SPECIALIZED IN ART DIRECTION, WHICH I DEFINE AS A CREATIVE PROBLEM SOLVING INDIVIDUAL. A BACKGROUND CONSISTING OF YEARS SPENT IN THE ADVERTISING AND DESIGN FIELDS. FROM FIXED POSITIONS TO FREELANCING FOR COMPANIES IN MEXICO, UNITED STATES AND SWITZERLAND. OWNER OF A COLORFUL BRAIN THAT'S INFUSED WITH A HARD-WORKING ETHIC, AND AN OPTIMISTIC SPIRIT.

## WORK HISTORY

### OCT '18 - FEB '19

DIGITAL PRODUCTION INTERN  
CNNMONEY SWITZERLAND  
ZH, Schweiz

- Content management, prepared the schedule and published daily on:
  - Social media (FB, LinkedIn, Twitter, IG, YouTube, Xing)
  - Website ([www.cnnmoney.ch](http://www.cnnmoney.ch))
  - Daily newsletter (MailChimp)
- Edited, exported and uploaded currency animation within "The Swiss Pulse" (live show) as well as the touchscreen's GFX for use of anchors
- Edited and prepared video using Dalet
- Assisted in welcoming guests to be interviewed as well as operated the teleprompter for anchors during live show

### APRIL '18 - SEP '18

DESKTOP PUBLISHER /  
GRAPHIC DESIGN  
EF EDUCATION FIRST  
ZH, Schweiz

- Assist with the file preparation for the company's print production of Brochures
- Supporting design requests of Posters, Flyers and other Material for different markets around the world

### MARCH '17 - OCT '17

FREELANCE GRAPHIC DESIGN  
PICO DIGITAL  
San Diego, USA

- Worked on the company's corporate identity, and elements for the websites
- Produced instructional and decorative pieces for Trade Show Booths

### JAN '17 - FEB '17

PRODUCTION ASSISTANT  
ROCKPAPERBRANDS  
San Diego, USA

- Supervised the Content Marketing Plan for social media, to maximize the objective of every element posted, achieve a positive response from loyal customers and increase consumer reach

## CONTACT INFO

### EMAIL

[stefyhofer@gmail.com](mailto:stefyhofer@gmail.com)

### WEBSITE

[stefanyhofer.com](http://stefanyhofer.com)

### LINKEDIN

[linkedin.com/stefanyhofer](https://linkedin.com/stefanyhofer)

### SKYPE

[stefyhofer57](https://skype.com/stefyhofer57)

### TELEPHONE

079 398 2988



## WORK HISTORY

### JAN '17 - FEB '17

PRODUCTION ASSISTANT  
ROCKPAPERBRANDS  
San Diego, USA

- Supervised the Content Marketing Plan for social media, to maximize the objective of every element posted, achieve a positive response from loyal customers and increase consumer reach

### MARCH '16 - AUG '16

DESIGN AND MKTG INTERN  
UNITAR  
Geneve, Suisse

- Created a series of illustrations to promote free online courses, by interpreting famous quotes about Gender into visual compositions
- Elaborated a monthly Plan for Content Marketing, defined by the market reach goals on Social Media

### FEB '15 - SEPT '15

FREELANCE ART DIRECTOR  
WOODMAN & FRIENDS +  
SCHWEGLER  
Schweiz

- Designed a new corporate Identity based on the previous Logo
- Collaborated on building an Advertising plan with a digital approach to broaden the company's Consumer reach

### SEPT '14 - JAN '15

GRAPHIC DESIGN INTERN  
ETA Manufacture Horlogere  
Grenchen, Schweiz

- Worked on photoshoots that ranged from macro photography of watch pieces, to live settings within the company
- Designed posters for print, mainly large scale with In-house decorative and instructional purpose

### FEB '14 - SEPT '15

FREELANCE GRAPHIC DESIGN  
EXPAND  
Schweiz

- Created a corporate identity to show the company's technology driven values
- Assisted on design consulting for client's image, website, and advertising ideas

### JULY '13 - OCT '13

ART DIRECTION INTERN  
EFM-EXPERIENCES FOR MANKIND  
San Diego, USA

- Designed detailed creative briefs, built inspiring Style-boards for Web and Advertising creative direction
- Sketched and created Ideas for Logos and digital Flyers

## PERSONAL INFO

### BIRTHDATE

26 Aug 1988

### NATIONALITIES

Swiss · Mexican · American

### LANGUAGES

English     
Spanish     
German

### MARITAL STATUS

Married

## SOFTWARE SKILLS

Photoshop     
Illustrator     
InDesign     
After Effects     
Final Cut Pro     
Dalet MAM     
Bridge     
Camera Raw     
Keynote     
Microsoft Office

## CREATIVE KNOWLEDGE

Photography    Illustration  
Social Media    Corp. Identity  
Research    Photo Edit  
Art Direction    Brochures  
Concepting    Flyers / Posters  
Layout    Print & Digital



## WORK HISTORY

### APRIL '13 - JUNE '13

ART DIRECTION INTERN  
MINDGRUVE  
San Diego, USA

- Actively contributed to campaigns from the beginning at the research stage of the creative brief, to producing sketches and comps for creative meetings

### NOV '12 - MARCH '13

GRAPHIC DESIGN  
NORSTAR MARKETING GROUP  
San Diego, USA

- Organized and lead photo shoots of medical Equipment and Bones, as well as edited photos for advertising use

### JULY '12 - OCT '12

ART DIRECTION INTERN  
BAFI AGENCY  
Schweiz

- Collaborated in photo-shoots, and lead a Social Media Campaign
- Assisted as a Graphic Designer, and pitched ideas at creative meetings

### AUG '08 - DEC '08

GRAPHIC DESIGN INTERN  
Litografica Zuniga  
Mexicali, Mexico

- Learned the design basics and industry standards
- Developed a strong understanding of Business Card and Template design

## EDUCATION

### OCT '10 - OCT '13

San Diego, USA

### THE ART INSTITUTE OF CALIFORNIA

Bachelor of Science in Advertising

### SEPT '09 - AUG '10

Dietikon, Schweiz

### X-ART COLLEGE

Creative Year

### JULY '08 - DEC '08

Mexicali, Mexiko

### UNIVERSIDAD DEL VALLE DE MEXICO

Graphic Design

## ACTIVITIES/ HOBBYS

- Photography
- Walkabouts
- Reading about psychology and metaphysics
- Cooking and Baking
- Dancing and singing with my baby
- Puzzles

## LIFE INTERESTS

- Waking up to a coffee and the news on my phone
- Follow interior design, DIY and cooking/baking accounts
- Good mystery and Sci-Fi books and movies
- Smart and functional order
- Rock & Electro-funk music

