

Evan Hoffman

Industrial Designer

Technical Skills

Problem Solving, Sketching,
CAD/Solidworks, Keyshot, Idea
Development, Rapid Prototyping -
Hard goods & Soft goods

Professional Skills

- Managed multidisciplinary creative teams.
- Built and created company strategy, processes, & structures.
- Lead company wide new product ideation initiatives. Resulting in new products, IP, and brand channels.
- Created Visual brand language for product lines, packaging, brands, & websites.

Achievements

1st Place - Driver VS Driver

Golf club driver design in National TV Competition Series.

Product Patents

SKLZ Soccer Trainer Pro, Perfect
Fitness Forearm Carver, SKLZ Speed
Hurdle Pro

PTEN Innovation Award

Snap-on Butane Torch 300

Sponsored Projects (College)

1st - Ariens Vehicle Design
1st - Dowco Motorcycle Cover
1st - Braun-Nutone Vent Design
2nd - Delta Limited Mobility Bathtub
3rd - General Motors Speed Form

Evan Hoffman

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'20-'21 Freelance Design Projects / Industrial Designer

- Adidas x Nixon Collab - Sustainable Watch Design
- Medterra CBD - Bottle Design
- Treasury Wine Estates - Wine Bottle Design

Nektar Media / Co-Founder, Creative Director

January 2020 - PRESENT

- Simultaneously managed, directed, and edited multiple video productions executing over 70 deliverables a month.
- Created company processes and structures to manage and scale a creative content agency.
- Managed team of multidisciplinary creatives to create digital video and photo advertisements.

Implus LLC | Industrial Design Manager

September 2017 - January 2020, San Diego, CA

- Industrial Design Team Manager leading design for multiple brands including SKLZ, TriggerPoint, Harbinger, and Perfect Fitness.
- Delivered innovative solutions with patentable IP.
- Provided manufacturers with documentation, tech packs, sample reports, and design changes for mass production.

Vapor Studio / Contract Industrial Designer

September 2018 - Present, San Diego, CA

- Created VBL and product designs in a fast-paced design agency.

DonJoy Global / Industrial Designer - Soft Goods

August 2016 - September 2017, San Diego, CA

Snap-on / Industrial Design Internship - Power Tool Design

March 2015 - August 2016, Kenosha, WI

Milwaukee Institute of Art & Design/ Bachelor's-Industrial Design

2013 - 2016, Milwaukee, WI

Univ. of Wisconsin-Milwaukee/ Studied Mechanical Engineering

2009 - 2013, Milwaukee, WI