



# daria lesnik hoffman

graphic designer

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## Profile

Experienced, hard-working and innovative graphic designer with expertise in consumer products and merchandising. Developed newsletters, catalogs, brochures, periodicals, advertising and packaging for fashion and beauty brands. Proven leadership abilities and troubleshooting skills. Accustomed to working in a team environment. Responsive to tight deadlines and clients' varying needs.

## Experience

**Freelance Designer** | Various Clients | Miscellaneous Design Projects | 2007 – Current

- Designed logos, corporate identity, brochures, invitations, ads and POP displays for clients, including: *Brighton Accessories, Verabella Skin Therapy, Galvin+Rode Interior Design, Lenjoy Medical Engineering & Aura Fitness*

**Graphic Designer** | OPI Products | North Hollywood, CA | 2009 – 2014

- Designed *OPI World News*, a bi-monthly trade publication with domestic and international distribution
- Designed packaging, displays, ads, color charts and other marketing materials
- Worked with design team, marketing managers and vendors from concept to execution

**Graphic Designer** | Milani, Jordana, and InColor Cosmetics | Vernon, CA | 2006 – 2007

- Designed in-store displays of promotional collections for display in national drug and beauty chains
- Developed new brand identity for Milani, Jordana and InColor Cosmetics
- Designed logos, branding and packaging for cosmetics products
- Created ads, catalogs, sell sheets, brochures, flyers, and invitations

**Graphic Designer** | Brighton Accessories | City of Industry, CA | 2002 – 2006

- Designed ladies' accessories catalogs, in-store newsletters, promotional materials, advertising and packaging
- Created marketing materials for retail point-of-purchase, including design and layout of *Brighton Up!* magazine
- Illustrated hand-drawn and hand-painted artwork for use in marketing, packaging and internal communications
- Communicated with print reps and other vendors to proof color and content for all print materials

**Graphic Designer** | Blue Canyon Imaging | North Hollywood, CA | 2001 – 2002

- Conceived and designed logos, business cards, brochures, playbills, ads and other print materials for customers
- Responsible for all pre-press duties from liaising with clients to the output of film

## Teaching Experience

**Instructor, Print Design & Production Using InDesign** | UCLA Extension | Westwood, CA | 2007 – 2008

- Taught students how to utilize Adobe InDesign as a design and layout tool
- Educated students about the print process

## Software Expertise

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- QuarkXPress
- Adobe Acrobat
- MS Office

## Education

Fashion Institute of Technology & Yeshiva University, New York, NY (Joint Program)  
B.A. in Graphic Design, 2001