

EVAN HOFFMAN

Design Manager

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Innovative design thinker with an entrepreneurial mindset and extensive experience as a Senior Footwear Designer and Marketing Segment Manager. Passionate about leveraging creative solutions and fostering collaboration in fast-paced environments. Dedicated to achieving both personal and professional growth within a dynamic startup or established business.

WORK HISTORY

Senior Designer - Nautica Mens

*E.S. Originals | September 2023 to Present | Monroe, NC
July 2018 to December 2021 | New York, NY*

- Lead the design of innovative footwear collections, ensuring alignment with brand identity and market trends.
- Collaborate with cross-functional teams to develop consumer-focused products while conducting research on materials for enhanced functionality and sustainability.
- Create detailed sketches and prototypes, ensuring high-quality standards, and present designs to stakeholders, incorporating feedback for refinement.
- Mentor junior designers to cultivate a collaborative team environment.
Conduct market trend research through quarterly domestic and international travel.
- Travel to Asia quarterly for product development initiatives.

Marketing Segment Manager

NFW (Leading Sustainable Material Start Up) | December 2021 to September 2023 | Peoria, IL

- Develop and implement targeted marketing strategies for the MIRUM® business unit to drive brand awareness and market penetration.
- Conduct market analysis to identify trends and customer needs, ensuring competitive positioning.
- Collaborate with cross-functional teams to create impactful marketing campaigns and manage product launches aligned with business objectives.
Build and maintain relationships with key stakeholders to enhance brand visibility and engagement.
- Provide creative feedback on customer social media content, website landing pages, and product detail pages.
- Design and manage MIRUM® tradeshow and events in Europe, overseeing the creation of printed assets and physical displays.

Associate Designer - ED by Ellen

Camuto Group | February 2017 to July 2018 | New York, NY

- Collaborate with senior designers to develop seasonal footwear collections that reflect brand aesthetics and market trends.
- Assist in creating detailed sketches and CAD models, conduct market research on emerging trends, and participate in product development by coordinating with vendors.
- Prepare presentation materials for design reviews and support fitting sessions by providing feedback to enhance design functionality and comfort.
- Travel to Asia quarterly for product development and ensure timely delivery of sales samples for tradeshow.

Assistant Designer - Louise et Cie

Camuto Group | February 2016 to February 2017 | New York, NY

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WORK HISTORY (CONTINUED)

Cold Formed Metal Stud Specialist

Hoffman Consultants | July 2014 to February 2016 | Philadelphia, PA

March 2012 to July 2013 | Grand Rapids, MI

- Specialize in designing and installing cold-formed metal stud systems while ensuring compliance with industry standards using Autodesk Revit CAD.
- Collaborate with architects and engineers to create detailed installation plans and conduct on-site inspections for quality control.
- Provide technical expertise to clients and address their inquiries, while training junior team members on best practices and safety protocols.
- Stay updated on industry trends and materials to enhance service offerings.

Co-Founder / Designer

Quagga | July 2014 to July 2017 | Philadelphia, PA

- Co-founded and developed an innovative line of sustainable wallets, focusing on eco-friendly materials and functional design.
- Spearheaded product design and development, ensuring alignment with brand values and customer needs.
- Created and executed marketing strategies to establish brand presence and drive sales across multiple platforms.
- Built and maintained relationships with suppliers, manufacturers, and retail partners to optimize production and distribution processes.
- Led market research initiatives to identify trends and consumer preferences, informing product improvements and new launches.
- Managed financial planning and budgeting, contributing to the overall growth and sustainability of the business.
- Launched on Kickstarter raising over 10k in initial funding.

Footwear Design Apprentice

Reebok | July 2013 to July 2014 | Boston, MA

- Assisted senior designers in developing innovative footwear concepts and prototypes.
- Conducted market research to identify trends and consumer preferences.
- Created detailed sketches and CAD designs to support the design process.
- Collaborated with cross-functional teams to ensure alignment on product specifications and timelines.

EDUCATION

Kendall College of Art and Design

BFA | Industrial Design | 2010 - 2013 | Grand Rapids, MI

SKILLS

PROFESSIONAL

Photoshop
Illustrator
InDesign
Microsoft Office
Autodesk Revit 3D

Digital Sketching
Photoshop Rendering
NewArc.ai
Presenting

PERSONAL

Fast Learner
Motivated
Team Player
Problem Solver
Critical Thinker

HOBBIES

Golf
Travel
Cooking
Coffee