Hoffman Creative

ERIC HOFFMAN - CREATIVE DIRECTOR

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Eric Hoffman is the New York-based principal and Creative Director of Hoffman Creative – a multi-disciplinary design studio specializing in Advertising, Editorial, Branding, Packaging, Digital and Graphic Design. Guided by Eric, the studio blends aesthetic artistry with sharp strategic thinking and a perfectionist approach to execution. Eric has developed a strong reputation for positioning, launching and re-launching beauty, fashion and retail brands – earning accolades from an industry that is as discerning as it is demanding. He channels his unique experience, dedication and vision into each endeavor, and in doing so has established a clientele that is both diverse and distinguished, including David Yurman, Target Corporation, Liz Claiborne, Judith Leiber, Roberto Cavalli, Fred Leighton, Williams-Sonoma and Johnson & Johnson.

Previous to establishing Hoffman Creative, Eric collaborated with a wide range of creative leaders. From 2002 through 2004, he served exclusively as art director for fashion photographer Steven Meisel, designing portfolios for Italian Vogue, American Vogue and W Magazine, as well as numerous advertising campaigns including Dolce & Gabbana, Valentino and Versace. He has also amassed a roster of professional affiliations that include Ogilvy & Mather, AR New York, EuroRSCG, Dentsu, Arnell Group and Young & Rubicam. A long time advocate for the environment and social issues, including service in the US Peace Corps and running the NYC Marathon on behalf of Robin Hood, Eric continues the cycle of giving back by supporting personal projects encountered during his global travels. Most recently, Eric completed the building of a dormitory for young monks in the Himalayan Kingdom of Bhutan, a story featured in WSJ Magazine.

Experience

Creative Director

New York, NY
2008 - Present

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