

Todd Hoffman
Creative Director

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pencrush.com

A collaborate and team building creative leader to inform creative solutions. A proven track record of design leadership and innovation with design teams. Able to present concepts clearly and concisely both to internal teams and leadership as well as outside partners in design and strategy. Working with design teams to motivate, inspire and create design solutions across a diverse studio environment.

EXPERIENCE

Deckers Brands: Sr. Manager, Global Visual Experience 10/2021 - Present

Lead Visual Experience team on innovative retail design concepts, design and execution for global retail, product launches and store design. Collaborate with Brand Creative and regional teams to bring campaigns to life in retail. Creative direct internal team and agency partners to develop new store concepts for UGG and HOKA. Review store designs and construction documents for approval of both UGG and HOKA stores including localization, fixture modification and specific design solutions for individual stores and pop ups. Develop new UGG and HOKA store concepts for future store development. Develop HOKA store playbook and fixture design for store rollouts. Mentor a diverse creative team to help create strong brand storytelling and develop creative vision across the team. Lead design team through design thinking methodology and staying current on design trends. Review and research retail and store design trends and innovation to enhance and elevate the designs of our DTC stores.

- Launch of HOKA 2.0 Store Concept and Updated UGG Store concept
- Campaign designs for Mach X, Rocket X2, Clifton 9, Bondi 8 and more
- Creative direction and ideation of UGG Campaign launches including latest UGG Extreme creative

Under Armour: Sr. Manager, Global Environments 05/2016-09/2020

Develop innovative brand design concepts for consumer journey for product launches and key campaign moments across complex projects. Create direction and partner cross functionally with Global Marketing, Store Design and VM to plan seasonal storytelling. Direct brand moments and installations in new store openings. Creative direct and mentor teammates with diverse and varied opinions and design styles. Utilize strengths of the team to create stronger storytelling for the brand through design thinking and current design trends.

- Launch of Curry Brand and the Curry 8 with new Flow technology
- Design and management of UA Tokyo Flagship in Shinjuku
- Creation of seasonal displays around the launch of several key technologies, UA Rush and UA HOVR

Nike: Lead Retail Designer, NADTC 10/2014-05/2016

Creative Direction and design of seasonal design concepts, sports moments, store refreshes and new store openings. Concepting and collaborating with internal team members and cross functional partners. Creative direction and coordination with external vendors for immersive retail design work in both graphic design and physical builds.

- Lead design of several campaign moments including Lunar Flyknit 3, Lunarglide 7 and NFL Draft among others
- Lead design of in store elements for Nike Grove store opening and NTNY store refresh

Blackbox Productions: Design Director 01/2013-04/2014

Design of POP Displays and Store environments for major retail brands. Management of Design Team including mentoring younger designers. Conceptual design and development of larger fixture programs. Modeling and rendering of designs.

EDUCATION

University of Washington: Master of Architecture
Participated in Design Build Program in Cuernavaca, Mexico

Clemson University: BS of Design (Architecture)
Studied abroad in Italy, with travel throughout Europe.