

Deborah Hopping



HOPPING MEDIA
FREELANCE
GRAPHIC DESIGN
CREATIVE & ART DIRECTION
1998 - Current

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EXPERIENCE

I began working freelance as Hopping Media in 1998. At that time I was living in Silicon Valley, California where I worked as graphic designer, creative and art director, for a wide range of clients and projects. I've done branding, print, digital media, UI, websites, packaging, advertising (display, magazine and newspaper), signage, and magazine layout.

1998 the web had just started to become mainstream and everyone wanted to have an online presence. I worked with many programmers on hi-tech and start-up web projects for both intranet (internal) business applications for companies like Microsoft and Adobe, and internet applications for consumers. My role was to participate in "blue sky thinking" then help design and build web applications that did not exist as the time. I worked directly with clients to flush out their ideas, programmers to determine feasibility and cost, then provide the graphic content and ongoing input to execute those concepts. Another service I provided at the time was website review. I worked with clients to evaluate and propose better site structure and user experience.

I had a similar role in working with Broderbund, Mattel and MAD Magazine in the conception and creation of the software for Totally MAD CD-Rom. Samples from that project are in the portfolio section of my website, as well as testimonials of my work as a team player.

I am skilled in designing while holding true to brand. I enjoy working as a member of a creative team and have collaborated with PR firms, advertising agencies, marketing communication and software developers as creative and content provider. I have managed projects, graphic designers, photographers, copywriters and printing. I do traditional print as well as digital.

EDUCATION BFA in Graphic Design

PROFESSIONAL SKILLS

ART DIRECTION	PHOTOSHOP
GRAPHIC DESIGN	ILLUSTRATOR
PRINT PRODUCTION	INDESIGN
DIGITAL MEDIA	KEYNOTE, PAGES, NUMBERS
ADVERTISING	WEB
BRANDING	SOCIAL MEDIA