

> DREW HODGSON

KEEP IT SIMPLE, SMART AND EVOCATIVE

DREW HODGSON

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323.868.8990

EDUCATION

UNIVERSITY OF CALIFORNIA,
LOS ANGELES

B.A. Design and Media Arts, 1999

PROFICIENCIES

Adobe CS Design Studio
After Effects
Microsoft Office
Photography
Vector Illustration
Custom typography
Basic HTML and CSS

INTERESTS

Photography, Nature, Hiking and
camping, Ceramics and form making

FEATURES

*Fresh Dialogue 2: New Voices in
Graphic Design.* 2001
Artbyte, "The next generation,"
Summer 1999

EXPERIENCE

JOHNSON & JOHNSON (GSDO), NEW YORK NY FREELANCE NOV 08 – MAR 10

Working on their medical device brands OneTouch, Animas and Ortho Clinical Diagnostics in areas of brand development, UI concepting, packaging, marketing and education.

URBAN OUTFITTERS INC., PHILADELPHIA PA FREELANCE MAR 2008 – NOV 2008

Helped successfully launch the new brand Terrain for Urban Outfitters Inc. by creating retail collateral and communications for their first flagship store.

REVERB STUDIO, LOS ANGELES CA MAR 2005 – JUN 2007

Worked on the identity and sales materials for The Tides and Viceroy luxury hotel brands as well as other boutique offerings. Worked on the positioning, branding and marketing of ground-up and adaptive re-use condominiums in downtown Los Angeles for the Kor Group.

IMAGINARY FORCES, HOLLYWOOD CA FREELANCE JAN – FEB 2005

Concepting for an interactive experience in EDS's Executive Briefing Center in Plano Texas.

OGILVY & MATHER, LOS ANGELES CA JAN – FEB 2002, NOV – DEC 2004

Worked on point-of-sale for Motorola and branding for Mattel and Lionsgate Entertainment.

CAPITOL RECORDS, HOLLYWOOD CA FREELANCE OCT 2004

Translated artist brand and album artwork across merchandise and advertising campaigns.

CALIFORNIA INSTITUTE OF THE ARTS, CA FREELANCE JUN – AUG 2001

Collaborated with Gail Swanlund on the 2002 California Institute of the Arts catalogue.

UCLA DEPARTMENT OF DESIGN | MEDIA ARTS FALL 2001

Teacher's Assistant for Professor Joe Molloy's Design for Print and Digital Media class.

Led critiques and served as mentor to design students.

REVERB STUDIO, LOS ANGELES CA 2000-2001

Worked as a designer on diverse branding, research and information design projects. Clients included HP, Sony, UrbanMagic, Loudcloud, Kelly Wearstler Interior Design and The Kor Group. Worked with firm's principals to develop corporate and brand identities for collateral systems, brochures, and other communications.

UCLA DEPARTMENT OF DESIGN | MEDIA ARTS 1999-2000

Designed environmental graphics and marketing materials for UCLA's presence at the Siggraph 1999 computers in art conference. Designed the department web site, Fall 1999 Lecture Series announcements and graduate prospectus.

Portfolio and references available upon request. Thank you.