

THOMAS HOOVER

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PROFESSIONAL SUMMARY

Highly creative Graphic Designer with extensive experience in developing high-end, engaging and innovative illustrations for the sports and fitness industries. Highly adept at visual strategy, layout development, branding and advanced design techniques. Recognized for crafting compelling presentations securing new business opportunities valued in the millions of dollars. Accustomed to performing in deadline-driven environments across multiple internal departments and key stakeholders.

High-End Illustration
Graphic Design
Creativity & Innovation

Branding & Promotions
Project Management
Training & Development

Team Collaboration
Partner Relations
Influential Communications

TECHNICAL SKILLS

MAC OS • Adobe Creative Suite • Technical Illustration • Portrait/Anatomy • Painter • Airbrush

PROFESSIONAL EXPERIENCE

FANATICS, Tampa, FL

Designer / Illustrator, Affinity Brands

2017 – Present

Illustrator and graphic designer for NASCAR and Harley Davidson brands.

ADIDAS, Indianapolis, IN

Designer II, Hot Markets & Special Events

2002 – 2017

Lead illustrator of all high-end elements used in event and in-line packages for new business opportunities within national and international sports leagues and fitness companies including UFC, Crossfit, NHL, etc. Elements included uniforms, championship rings & trophies, sports equipment, mascots, etc.

- Collaborated with the Canton design group for the high-end uniform treatment for Paramus Catholic football.
- Illustrations of athletes and apparel concepts were a vital part of the presentation that secured the UFC and Crossfit accounts. UFC business secured for \$70 million over 6 years and Crossfit Games athlete prize purse grew from \$25K to \$2 million to date.
- Created high-end uniform concept art and wearable player renderings for presentations for the NHL Winter Classics, Stadium Series and All-Star games.
- Illustrated several mascots for the UNCAGED collection including 5-star 5.0 football cleats, socks, shirts, gloves, etc. The Cheetah mascot was used to promote the fastest runner during the NFL combine.
- Illustrated the Doberman mascot for the Snoop Dogg x adidas adizero 5-star 4.0 UNCAGED football cleat, gloves, etc. Design inspired by Snoop's single "Who Am I?" and launched at UNDEFEATED in Los Angeles.
- Airbrushed art for football jerseys and custom football helmets for the NFL Kickoff Celebration and Fashion Show at Times Square in NYC with Reebok. Recruited and collaborated with freelance airbrush artists on the project. Fashion Show featured dancers, models and former football players on the runway in custom Reebok apparel, NFL jerseys and helmets as auctioned items.

Creative Art Manager, Logo Athletic Brand

2000 – 2002

Oversaw the licensed brand-line team of high-end illustrators and designers in fan gear style for the NFL, NBA, NCAA and Indianapolis Motor Speedway.

- Increased sales on high-end graphics from less than 10% to over 50%.
- Developed a library of high-end design elements for internal designer creation of stylish football helmets, etc.
- Increased productivity for the art department, collaborating with production art to improve high-end print quality and techniques.
- Created high-end art techniques that won print awards in national screen-print competitions (SGIA).

ADDITIONAL EXPERIENCES

Signal Apparel, Inc. / Big Ball Sports, Chattanooga, TN / Houston, TX - *Art Director / Pro Sports Artist*

Garrow and Associates, Latrobe, PA - *Graphics Specialist*

D&S Advertising, Inc., Mansfield, OH - *Photo Retoucher & Illustrator*

Dorshimer Graphics Plus / Dorshimer & Evans, Inc., Bethlehem, PA - *Airbrush Artist, Photo Retoucher & Technical Illustrator*

FREELANCE EXPERIENCE

Illustrations and photo retouching for various clients ranging from line drawings to complex technical illustrations.

- Designed T-shirt art for several NASCAR teams and drivers.
- Designed T-shirt graphics for various novelty licenses including Christmas Story, Back to the Future, Speed Racer, Ghostbusters, etc.
- Designed art for American country music artist Clay Walker for concert tour T-shirts.
- Technical Illustration of the new CLEVELAND BROWNS STADIUM endorsed by the Pro Football Hall of Fame.
- Designed and illustrated “ROOKIE CLUB” Poster and “IRONHAWKS” for the NFL Seattle Seahawks.
- Designed and illustrated the inaugural Christmas Card for the Florida Marlins Major League Baseball Team.
- Custom airbrushed several Corvette hood liners.
- Custom airbrushed goalie masks for junior hockey players.

EDUCATION & TRAINING

- Associate’s Degree, Specialized Technology within Visual Communications - ART INSTITUTE OF PITTSBURGH, Pittsburgh, PA – Dean’s List
- Advanced Commercial & Technical Illustration techniques from renowned airbrush artists including Mark Fredrickson, David Kimble, Jurek, etc.
- Airbrush Action Magazine Getaways for Advanced Illustration

AWARDS

SIXTH ANNUAL AIRBRUSH EXCELLENCE COMPETITION – Airbrush Action Magazine First Place in Technical Illustration. Featured in May-June ‘92 issue.