

## Ricardo Smith-Hoffman

Account Executive, Illustration, Sales, Packaging Design, On-Screen Graphics

Ricardo moves seamlessly between sculpture and the latest computer graphic software. At Saatchi & Saatchi, he worked on campaigns for General Mills, Procter & Gamble, Toyota, and PaineWebber.

His earlier work includes designing ads for NBC, packaging, and presentations for Mezzina/Brown (Joe Camel Cigarettes). He was the creative director for March of Dimes, in charge of all direct response materials. He also has been a paid political consultant on many candidates' campaigns for public office.

### Insight

I went to an orchard to pick apples. They were beautiful apples, and I had big plans for them. Later I went to the refrigerator and found that every apple had a tiny bite taken out of it. I realized (from the small bites) that my son was responsible. When he came home I asked him why. He said, "Because I needed to find out which was the best one."

Use our expertise; help makes better choices.