Denise Hoff
UI/UX designer

User Interface and User Experience UI/UX designer with HTML/CSS front-end coding skills. Unique mix of creative, technical, and leadership skills proven by 10+ years leading an INC 500 design services company including an expansion offshore. Curious and energized by life-long learning.

WORK EXPERIENCE

The Out-of-Door Academy, *Faculty,* Sarasota, FL — *08/15–current*
UI Design, AP Music Theory, Musical Director

- Authored curriculum for User Interface Design course.
- Personal Project: Created concept and visual design of EdTrek responsive web app for K–8 students developed to prevent learning loss during school breaks.

McGraw-Hill, *Senior Academic Designer,* remote NYC — *09/13–12/15*

- Produced wireframes and visual design of digital assets for student and teacher-facing interactive activities.
- Edited web content within Content Management System (CMS) to comply with pedagogy.
- Designed instructional lessons and translated technical requirements for develpment team.
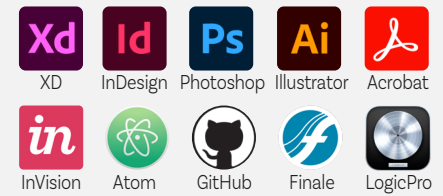- Quality check of content on platforms with corrections to HTML/CSS to ensure design works across platforms.

Pearson Learning, *Academic Designer,* remote Boston — *09/11–09/13*

- Prototyped interactive components as proof-of-concept before project launch.
- Wireframe, prototype, and design of interactive assets for educational product line.
- Quality control and testing of digital assets functionality before deployment.
- Collaborated with off-shore stakeholders; wrote technical specs for development team.

MediaLynx Design Group, *Co-founder,* FL / NYC / India — *09/97–06/11*

- Listed in INC Magazine "500 Fastest Growing Companies" in 2008.
- Scaled design & production studio from 1–120+ to meet growth.
- Developed design libraries and spec books to maintain design and production consistency.
- Reduced client costs 70%; opened 100+ person studio in India.
- Project management of large-scale projects with brand-continuity.
- Entrepreneurial drive to meet client-needs in a fast-paced publishing environment.
- Evaluated offshore vendors and traveled to Mumbai, Delhi, and Chennai to train.

TOOLS

XD · InDesign · Photoshop · Illustrator · Acrobat
InVision · Atom · GitHub · Finale · LogicPro

PORTFOLIO

www.denisehoff.com

CONTACT

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SKILLS

Visual Design
Competitor/User Research
Persona Development
Design Thinking Process
User Flows
Wireframes
Prototyping
Usability Testing
Responsive Web Design
Brand & Style Guides
Icon Design
Illustration & Technical Art
Spec Documentation
iOS and Material Design

EDUCATION

Career Foundry, 2021
500+ hr bootcamp: UI / UX Design and Front-end Development

Columbia University,
Post-Grad Studies: Composition / Business

Manhattan School of Music, M.M.

University of Wisconsin-Madison,
B.M., 4-year Full Merit Scholarship