Denise Hoff

Designer & Production Artist
UI & UX • Digital & Print

SPECIALIZATIONS

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

- Digital & print K–8 SE/TE product design & production: Math, Science, Social Studies, Art, Music, ELL, Language Arts
- Visual design for app and web products
- Spec and template creation for print and pixel-perfect digital developers
- Technical illustration and photo editing
- User experience research

CONTACT

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- ☎ 941-323-0052
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EDUCATION

Career Foundry, 500+ hr bootcamp, 2020
UI / UX Design & Front-end Development for Designers

Columbia University, Post-Grad Studies
Composition / Architecture Design

Manhattan School of Music, M.M.

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

WORK EXPERIENCE

The Out-of-Door Academy, Sarasota, FL
Teacher, UI Design & Music, 2015–2021

- Developed curriculum for middle school User Interface Design course
- Personal Project: Design and development of EdTrek responsive web app for K–8 students to prevent learning loss during school breaks

McGraw-Hill Education, remote NYC
Senior Academic Designer, 2013–2015

- Wireframe and design of digital assets for K/5 [SE, TE, Interactive Activities]
- Edited teacher content within CMS platform to ensure assets adherence to pedagogy

Pearson Learning, remote Boston
Academic Designer, 2011–2013

- Prototype interactive components as proof-of-concept
- Wireframe and design of interactive assets for grade 4 product line
- Quality control/testing of digital assets' functionality before deployment
- Concept development, design, and production of assets for K–5 programs
- Collaborate with off-shore stakeholders in hand-off to programmers

MediaLynx Design Group, FL / Chennai, India
Co-founder, scaled from 2–120 to meet client needs, 1997–2011

- Design & production, including spec book, for K–5 math program for Houghton-Mifflin Harcourt
- Listed in INC Magazine's 500 "Fastest Growing Companies" in 2008
- Lead production designer on Science, Math, Social Studies products
- Opened 100-person studio in Chennai, India: client costs reduced 69%
- Transformed studio from Quark to InDesign in 48-hour period
- Developed best-practices & spec guidelines for offshore vendor partners to control quality of deliverables
- Traveled to Mumbai, Delhi, and Chennai to assess and train vendors to maintain design and production consistency
- Developed client list: Houghton-Mifflin Harcourt, McGraw-Hill, Pearson, Oxford/Sadlier, Church Publishing Group, Cambridge University Press, Universal Edition-Vienna, Hal Leonard.