

DENISE HOFF

DESIGN / PRODUCTION / PROJECT MGMT
K-12: Digital and Print



SPECIALIZATIONS




- 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, 2020/21
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; also includes photo curation and technical art creation [\[see portfolio\]](#)

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

- **Concept & prototype of interactive components** as proof-of-concept
- **Wireframe and design of interactive assets** for digital and print product
- Quality control/testing of digital assets' functionality before deployment
- Collaborate with off-shore vendors on image curation and production

MediaLynx Design Group, FL / Chennai, India

Co-founder, scaled from 2-120 to meet client needs, 1997-2011

- Listed in INC Magazine's 500 "Fastest Growing Companies" in 2008
- **Design & production, including spec book, for K-5 math program** for Houghton-Mifflin Harcourt
- **Design and production of SE, TE, Ancillary products:** *Math, Social Studies, Language Arts, Music, Art, Science*
- 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, then lived in, Mumbai, Delhi, and Chennai to assess and train vendors to maintain design and production consistency
- Developed client list to include Houghton-Mifflin Harcourt, McGraw-Hill, Pearson Education, Oxford/Sadlier, Voyager Learning, Church Publishing Group, Adventure House (Cambridge University Press), Bob Jones University, Universal Edition-Vienna, Hal Leonard.