DENISE HOFF, UI/UX Designer

User Interface and User Experience (UI/UX) designer with HTML/CSS front-end coding skills looking to support the success of a high-energy team. Unique mix of creative, technical, and leadership skills proven by 10+ years leading an *INC 500* production and design services company, including an expansion offshore. Curious and energized by life-long learning.

WORK EXPERIENCE

The Out-of-Door Academy, *Arts Faculty,* Sarasota, FL   08/15–current

- Produced 35+ interactive performances including music, theatre, dance, and instrumentalists for multi-sensory audience experience.
- UI Design Course created to increase arts electives 20%.

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

- Wireframe and content development of 260+ interactive activities.
- Edited web content within Content Management System (CMS) based upon user feedback; allowing for immediate updates.
- Communicated technical requirements to offshore development team for 260 assets through wireframes and prototype sketches.
- Review of content on multiple browsers for quality control of content; bug and issue tracking using Jira to comply with Agile workflow.

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

- Successfully collaborated with vendor-team to brainstorm proof-of-concept modules for presentation to secure funding for a 2-year project.
- Created 100s of challenging activities to stimulate independent and small group investigation of topics to learn content.
- Established search criteria and assigned 1000s of keywords to completed assets prior to ingestion.
- Managed multiple stakeholders, on- and off-shore to coordinate editorial content, imagery, production, and design services to complete 100s of interactive and print assets.

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

- Grew client list and increased revenue 600%; earned the ranking of #157 in *INC Magazine*'s "500 Fastest Growing Companies" in 2007.
- Creative director of 36-person US team providing full-service design and production services to publishing companies.
- Employee retention of 95% by maintaining positive work-environment through professional development opportunities and transparency.
- Project management: consistently met deadlines of multi-component, large-scale products containing 1000s of images, technical art, interactive assets, print books, and ancillary course materials.
- Decreased design and production errors by 35% by creating design systems and spec books accessible by on- and off-shore teams.
- Evaluated Indian vendors; initially partnered with Mumbai and Delhi teams before moving family to Chennai to learn business acumen.
- Hired, trained, mentored staff of 100+ in Chennai, India. Reduced client-costs 63% by moving to India and opening an offshore team to meet global pricing schemes imposed on vendors.

PORTFOLIO
www.denisehoff.com

SKILLS
Visual and Interactive Design
Responsive Web Design
WCAG Compliance, Accessibility
iOS and Material Design Skills
User Research and Persona Development
Design Thinking Process
Agile Development
User Flows, Wireframes, and Prototypes
Usability Testing
Brand & Style Guides
Icon Illustration and Technical Art
Design Systems and Documentation

EDUCATION
Career Foundry, 2021
500+ hr bootcamp: UI / UX Design
with HTML and CSS

Columbia University,
Post-Grad Studies: Composition / Business

Manhattan School of Music, M.M.

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

VOLUNTEER
Volunteer of the Year, 2012 & 2013
Marketing Designer, Celebration Gala,
benefit for Community Day School

CONTACT
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TOOLS
XD | Sketch | InDesign | Photoshop | Illustrator | Acrobat
InVision | Captivate | Atom | GitHub | Finale | LogicPro