



DENISE HOFF | UI/UX Designer, CSM

Portfolio & Case Studies: www.denisehoff.com

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User Interface and User Experience (UI/UX) designer with project management experience 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. Always curious, thoughtful, and energized by life-long learning.

CLICK FOR PORTFOLIO & CASE STUDIES

DESIGN TOOLS:

Adobe Creative Suite InVision
Adobe XD Atom
Illustrator GitHub
Photoshop LogicPro
Figma Finale

RELEVANT INDUSTRY SKILLS:

Visual and Interactive Design User Flows and Journey Mapping
iOS and Material Design Skills Wireframes and Low/High Fidelity Prototypes
Responsive Web Design Usability Testing
WCAG Compliance, Accessibility Icon Illustration and Math Technical Art
Brand & Style Guides User Research and Persona Development
Design Systems and Documentation Agile/Scrum Workflow

WORK EXPERIENCE

Freelance publishing companies: Sirius Education, eLearning team: TX assessment project management, photo research, bug tracking; Church Publishing Group, design/production services, offshore vendor recruitment; eCommerce Business School (EBS); InfoTeam, web and marketing funnel design 08/15-current

The Out-of-Door Academy, Faculty, Sarasota, FL

08/15-09/21

- Produced 35+ interactive performances including music, theatre, dance, and instrumentalists for multi-sensory audience experience.
- Created UI Design Course focused on mobile app product design due to a need of covid-safe arts courses, increased arts electives 20%.

McGraw-Hill, Sr. Academic Designer (*for competing product of Pearson, see below*), remote: NYC 09/13-12/15

- Managed workflow of assets: editorial, illustration, imaging, production, development, QA teams.
- Communicated pedagogy and interaction design requirements to developer and production team to keep focus on user-centric experience.
- Wireframe and content development of 260+ interactive activities.
- Review of content on multiple browsers for quality control of content; bug and issue tracking using Jira to comply with Agile workflow.
- Functionality testing of assets on final platform before deployment.

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.
- Wireframe and content development of 100s of leveled activities to stimulate independent and small group investigation of topics to learn skill-based content.
- Managed multiple stakeholders, on- and off-shore to coordinate content, imagery, production, and design services to complete 100s of interactive and print assets.
- Visual storytelling of products to guide students on aural activities.
- Established search criteria and assigned 1000s of keywords to completed assets for ingestion.



MediaLynx Design Group, Co-founder/Creative Director, FL / NYC / India

09/97-06/11

- Led organic growth of company from 1 to 100+ by integrating design, production, and eLearning services to support clients' desire for consolidated vendor relationships.
- Grew client list and increased revenue 600%; earned ranking in the *INC Magazine's* "500 Fastest Growing Companies."
- Led client presentations for pre- and post-project launches.
- Leader of cross-functional US/India team providing full-service design and production services to publishing companies.
- 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.
- 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.
- Increased quality by reduction of design and production errors by 35% by creating design systems and spec books accessible by on- and off-shore teams.

EDUCATION

Career Foundry, 2021

- 500+ hr Boot camp: User Interface (UI/UX) Design with Front-end Development

Columbia University

- Post-Grad Studies: Composition / Business
Winner: Composition Award, performance and recording with Riverside Symphony

Manhattan School of Music

- M.M., Music Performance

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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