

# BOBBIELEE HOFFELE

U X / U I D E S I G N E R

## PROFILE INFO

UX designer with 10+ years background in virtual healthcare service, team management and administration. Experience in developing projects from research to high fidelity prototypes. Skilled at identifying problems and creating user focused solutions.

## MY SKILLS

UX Design  
UI Design  
Wire Framing & Prototyping  
Personas  
User Research  
User Testing  
Information Architecture  
Style Guides

## MY TOOLS

Figma  
Marvel  
MIRO  
InVision  
Jira  
Confluence

## CONTACT INFO



### Portfolio

bobbieleeghuman.com



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407-569-9597



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### LinkedIn

www.linkedin.com/in/  
bobbieleeghuman



### Located

Texas - Open to remote

## UX/UI DESIGN PROJECTS

### Bobbieleelicious

2020-present

#### Health and Wellness Blog

- Designed and created content for a mobile first web app to educate users on lifestyle approaches to healthy living.
- Completed competitive analysis, user research and interviews, wireframes, content creation, dev hand off, and site testing.
- Shared site posts with lifestyle patients to improve daily health habits and achieve goals.

### Livewell

#### Career Foundry Case Study

- Created a user centered lifestyle, habit tracking app that allows user to track labs, vitals, activity, and intake.
- Engaged in user research and surveys, information architecture, analyzed quality data through card sorting,
- Designed high fidelity screens, multiple prototype iterations and a style guide through various round of preference and usability tests.

## WORK EXPERIENCE

### Virtual Registered Nurse

2021-present

#### Medici Medical Group

- Delivered client-centered care for a physicians office through client visits, interviews, and data analyzation.
- Utilized a variety of healthcare applications and tools to enhance utilization. Tested new software and communicated bugs with the technology team. Created user flows through the care system and identified areas to improve friction.
- Increased member utilization and satisfaction with the service. Received a steady Net Promotor Score of 94-97.

### Charge Nurse Manager

2020-2022

#### Vibra Life of Katy - Memorial Hermann

- Managed an active COVID unit through staff/patient education, management, and safe staffing ratios.
- Decreased the spread of the virus, ensuring open beds available for acute patients.

### Charge Nurse Manager

2017-2019

#### Chaska Heights

## EDUCATION HISTORY

### UX/UI Design

Jan 2023

Career Foundry

### Bachelor of Science of Nursing

Dec 2011

McMaster University

### Nursing Diploma

June 2008

Conestoga College