

Creative and versatile designer who is adept at developing intuitive user interface designs for web applications. Experienced with responsive web design, front-end development, UI design, animation, corporate identity, illustration, collateral and advertising.

### **VarsityTutors.com** (November 2015 - Present)

**Front-End Developer** : Responsible for producing production-ready HTML, SCSS/CSS and jQuery/Javascript for VarsityTutors.com Rails application. Develop styleguide library and identify/create components. Create visual design, develop UX and produce prototype for supporting applications.

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### **EightShapes.com** (February 2014 - May 2015)

**Senior Front-End Developer** : Responsible for producing prototypes and production-ready HTML, SCSS/CSS and jQuery/Javascript UI-Tech templates. Identify and create reusable library components in design systems.

Clients : Yahoo, Cisco, Marriott, FireEye

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### **CheapCycleParts.com** (May 2009 - October 2013)

**Creative Director / Front-End Developer** : Responsibilities included designing the responsive UI & UX for CheapCycleParts.com. Using Google Analytics, SiteCatalyst & A/B testing to help understand customer behavior to drive design decisions. Developed SCSS/CSS, & jQuery/Javascript working in the views of a Ruby on Rails application.

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### **First30Days.com** (March 2008 - May 2009)

**Visual Designer / Front-End Developer** : Responsibilities included overseeing brand image, creating and integrating client ads with DoubleClick, developing overall site design and creation of iPhone app. Developed front-end HTML and CSS working in the views of a Ruby on Rails application.

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### **MartinHofmann.com** (July, 2007- Present)

**Freelance Web Designer & Front-End Developer** : Freelance web design, interaction design and video production role. Concept, design and produce projects for agencies and their clients.

Clients : Horse Racing Nation, HigherEducation.com Misson Data, Humana, Atria, and Vest Advertising.

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### **Quantum Communications** (1997 - July, 2007)

**Art Director/Interactive Services Director** : Responsibilities included concepting, designing, programming and managing interactive projects. Instrumental in establishing and leading interactive services department.

Clients : YUM! Brands, Brown-Forman, UofL, Norton Hospital, Churchill Downs.

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## **TECHNICAL SKILLS**

Software : Adobe CS, Git, Sublime Text, cross browser testing tools.

Coding: HTML, Sass, CSS, JavaScript, jQuery. Working knowledge of React, RoR, and PHP.

## **EDUCATION**

Western Kentucky University : Bachelor of Arts, Graphic Design, May, 1993