TRAVIS HOFFMAN

Senior UX Designer

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SKILLS

Visual Design	Interaction Design
Project Management	Photography

TOOLS

Adobe CS	InVision
Figma	Zeplin
Sketch	Mailchimp
Balsamiq	Illustration

RESEARCH

Wireframing	Affinity mapping
Storyboarding	User interviews
Usability reviews	A/B Testing
Competitor analysis	Data Visualization

DEVELOPMENT

HTML/CSS/JS	Trello
React	JIRA
Agile workflow	Wordpress
Asana	Hubspot

EDUCATION

BFA, Communication Design/Illustration

Kutztown University of Pennsylvania | 2004

EXPERIENCE

Senior User Experience Designer | *Volley*

February 2020 - Present

- Shepherding the entire UX cycle from defining the challenges to brainstorming with stakeholders from product, marketing, and engineering teams on user-centered solutions. Then wireframing those solutions, testing and developing them for a mobile app.
- Developed the brand identity through competitive landscape analysis and brand research.
- Brainstormed the onboarding and subscription processes with internal stakeholders to make the experience seamless and frictionless.

User Experience Designer | *Spectrio (formerly VS Networks)*

April 2019 - February 2020

- Generated a 203% increase in sales by using usability testing to implement a streamlined onboarding process. This included creating materials that retained consistency with the experience and marketing strategies.
- Led usability testing and wireframing prototypes to determine solutions for bottlenecks on mobile and desktop apps for brands like John Deere, STIHL, and Ace Hardware.

UI/UX Developer and Designer | *Arkadin*

February 2018 - April 2019

- Tripled lead generation by implementing and creating assets for B2B marketing campaigns, including designing and coding landing pages, animated infographics, and interactive PDFs.
- Contributed to the development of a new internal brand with experience design. This included defining user requirements, research studies, user testing, flowcharts, and design prototypes.
- Initiated a user-centered design methodology for the development of a new internal brand which included observational studies, user interviews and testing, and aligned requirements research.

Art Director | *Sittercity, Inc.*

August 2012 - November 2017

- Led all the aspects of marketing projects from discovery and definition to testing and production while implementing an iterative design methodology to sync with the engineering release cycle.
- Improved bounce rate by 20% on the sign-up process with usability testing and improvements to emails, website, and mobile app.
- Wireframed and designed a new availability system that focused on immediate fulfillment for users, leading to increased revenue and expansion of the business model.

Art Director | *Global Awakening*

May 2007 to May 2012

- Designed and maintained all branding, marketing, user experience, and visual designs to establish a professional look for the company as a whole and each internal department.
- Increased web traffic and online registrations by 250%. This required expanding the in-house creative department by hiring and supervising two new assistants.
- Implemented an Agile project management system with aligned internal stakeholders and gave transparency to KPI metrics.