



ALEX HOFF

UI / UX Designer



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415.583.5853

EDUCATION

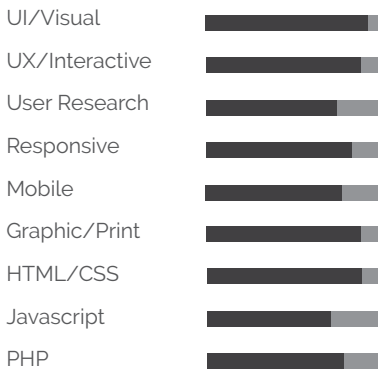
Master of Fine Arts Candidate Web Design & New Media

Academy of Art University / 2012-2017

Bachelor of Arts European Studies

University of Washington / 2003-2007

SKILLS



APPLICATIONS



Photoshop



Illustrator



InDesign



Dreamweaver



Flash



Premier Pro



InVision



Sketch



OmniGraffle



Logic Pro



PowerPoint



Keynote

EXPERIENCE

Graphic Designer

Crickette & Kolesar Risk Consulting / Woodland, CA / 2017-Present

Publication and presentation design, including creating a series of PowerPoint presentations to accompany a high-profile risk management webinar series; copyediting; infographic design.

Freelance UI/UX Designer

Access Communications / San Francisco, CA / 2016-2017

Designing and developing Wordpress-based sites for agency clients; UX design, including wireframes, mockups, user research and testing; UI design, including producing visual assets; copyediting.

UI/UX Designer

Ask Applications / Oakland, CA / 2014-2016

Designing application download offer screens for the Ask toolbar, browser extensions, and related products; creating UI/UX product design proposals; collaborating with designers, the engineering team, and the product team.

Web Production Designer (Contract)

Smart Meetings / Sausalito, CA / 2014-2014

Scheduling, building, and shipping 15-20 emails per week using Hubspot; posting banner advertisements for the company website using OpenX; collaborating with web, marketing, production to redesign style of emails.

Associate Designer

eFusion Consortium / San Francisco, CA / 2013-2014

Responsive/adaptive web design and development, analytics monitoring for agency clients; coordinating and collaborating with lead designer/CEO, client, and engineers.

RECENT FREELANCE PROJECTS

Lake County Wine Alliance / winealliance.org

UI/UX, User Research, Development / 2017-Present

Innervoice Vocal Studio / innervoicestudio.com

Branding, UI/UX, User Research, Development / 2014-Present

TLC (Truth Love Creativity)

Branding / 2017-Present

Ron Alan Cohen / ronalancohen.com

UI/UX, Development / 2015-Present