



ALEX HOFF

UI / UX Designer



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415.583.5853

EDUCATION

Master of Fine Arts

Web Design & New Media

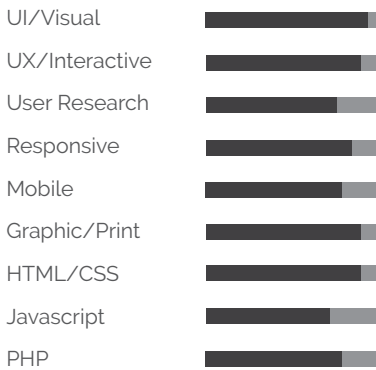
Academy of Art University / 2017

Bachelor of Arts

European Studies

University of Washington / 2007

SKILLS



APPLICATIONS



Photoshop



Illustrator



InDesign



Dreamweaver



Flash



Premier Pro



InVision



Sketch



OmniGraffle



Logic Pro



PowerPoint



Keynote

EXPERIENCE

UI/UX Designer

Risk and Safety Solutions / Davis, CA / 2017-Present

Leading UI and UX design initiatives for all web and mobile applications, including wireframes, mockups, prototyping, and user testing, in close collaboration with development, customer service, and product teams.

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 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 and adaptive web design and development, analytics monitoring for agency clients; coordinating and collaborating with the Creative Director/CEO, clients, and engineers.

RECENT FREELANCE PROJECTS

North Bay Dermatology / northbayderm.com

Branding, UI/UX, User Research, Development / 2018-Present

Mainstream Unlimited / mainstreamunlimited.com

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

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