



ALEX HOFF

Product Designer



www.alexhoffdesigns.com



alexandra.d.hoff@gmail.com



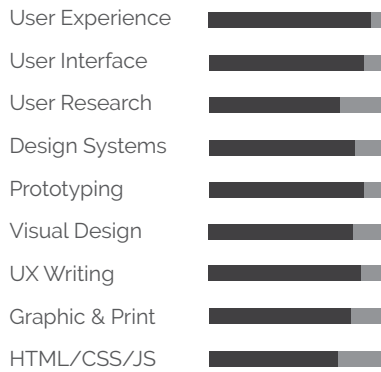
415.583.5853

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



Figma



XD



InVision



Sketch



OmniGraffle



Logic Pro



PowerPoint



Keynote

EXPERIENCE

Product Designer

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

Leading product design initiatives for all responsive web and native mobile applications, including wireframes, mockups, prototyping, UX writing, and usability testing, in close collaboration with development, customer service, and product teams. Building and maintaining a comprehensive design system, while conducting a major product redesign. Exploring and implementing new usability testing approaches into existing project roadmaps, while continuously advocating for increased department-wide understanding of user behavior.

Freelance UX/UI 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 UX/UI product design proposals; collaborating with designers, the engineering team, and the product team.

Web Production Designer (Contract)

Smart Meetings / Sausalito, CA / 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 Product Designer

eFusion Consortium / San Francisco, CA / 2013–2014

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

RECENT FREELANCE PROJECTS

North Bay Dermatology / northbayderm.com

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

Lake County Wine Alliance / winealliance.org

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

Ron Alan Cohen + RA Music / ronalancohen.com

Branding, UX/UI, Graphic Design, Research, Development / 2015–Present