



ALEX HOFF

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SKILLS + TOOLS

Design

Figma
Sketch
InVision
Photoshop
Illustrator
InDesign
AfterEffects

Research

Prototyping
Wireframing
Usability Testing
Storyboarding
Card Sorting
Affinity Diagramming
Empathy Mapping

Coding

HTML + CSS
Javascript
jQuery
PHP

Documentation

Design Systems
Confluence
MS Office
GSuite

MEMBERSHIPS

AIGA • The Professional Association for Design

Member, 2014–Present

Bay Area Accessibility and Inclusive Design

Member, 2020–Present

Interaction Design Foundation

Member, 2021–Present

EDUCATION

AUG 2012 | **ACADEMY OF ART UNIVERSITY • SAN FRANCISCO, CA**
DEC 2017 | *MFA Interaction & UI/UX Design*

SEP 2003 | **UNIVERSITY OF WASHINGTON • SEATTLE, WA**
JUN 2007 | *BA European Studies, Minor in Russian Language*

EXPERIENCE

MAY 2021 | **DICTIONARY.COM • OAKLAND, CA**
PRESENT | *Lead Product Designer*

Leading end-to-end product design on Dictionary's grammar checking tool, Grammar Coach, focusing on overall usability, increasing user testing, and advocating for accessibility and inclusion. Collaborating closely with our Product and Engineering teams, as well as Branding, SEO, Marketing, Lexicography, Editorial, Revenue, Analytics, and Performance. Mentoring and managing three direct reports.

SEP 2017 | **RISK AND SAFETY SOLUTIONS • DAVIS, CA**
MAY 2021 | *Product Designer*

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 organization-wide understanding of user behavior.

JAN 2016 | **ACCESS COMMUNICATIONS • SAN FRANCISCO, CA**
AUG 2017 | *Freelance Designer*

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.

DEC 2014 | **ASK APPLICATIONS • OAKLAND, CA**
SEP 2016 | *User Interface Designer*

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.

NOV 2014 | **SMART MEETINGS • SAUSALITO, CA**
DEC 2014 | *Web Production Designer (Contract)*

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.

APR 2013 | **EFUSION CONSORTIUM • SAN FRANCISCO, CA**
DEC 2014 | *Freelance Web Designer*

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.