



ALEX HOFF

🌐 alexhoffdesigns.com

✉ alexhoffdesigns@gmail.com

📞 415.583.5853

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
Notion
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

EXPERIENCE

JUN 2022
PRESENT

PHILO • SAN FRANCISCO, CA

Lead Product Designer

As the lead product designer, focused primarily on designing the reactivation (“win-back”) flow, the account and settings pages, and implementation of FAST (free ad-supported streaming television). Built, tested and researched prototypes to inform decisions. Supporting and conducting usability testing to drive product enhancements. Streamlining key processes. Helping to build the product design team. Mentoring three product designers.

MAY 2021
JUN 2022

DICTIONARY.COM • OAKLAND, CA

Lead Product Designer / Interim Design Director

As the leadership representative of the design team, leading a brand review and refinement and three simultaneous product redesigns (Grammar Coach, Dictionary.com, and Thesaurus.com). Mentoring and managing three direct reports, and providing creative direction for product and brand design.

Senior Product Designer

Leading product design on Grammar Coach, and supporting product design efforts for Dictionary.com and Thesaurus.com. With the support of the product design team and collaborating with brand design and engineering, created a robust and comprehensive design system, expanding our color palette and component library to account for all foreseeable use cases. Mentoring and managing two direct reports.

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.

SEP 2017
MAY 2021

RISK AND SAFETY SOLUTIONS • DAVIS, CA

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.

DEC 2014
SEP 2016

ASK APPLICATIONS • OAKLAND, CA

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.

EDUCATION

AUG 2012
DEC 2017

ACADEMY OF ART UNIVERSITY • SAN FRANCISCO, CA

MFA Interaction & UI/UX Design

SEP 2003
JUN 2007

UNIVERSITY OF WASHINGTON • SEATTLE, WA

BA European Studies, Minor in Russian Language