



ALEX HOFF

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EDUCATION

ACADEMY OF ART UNIVERSITY

MFA Interaction & UI/UX Design

UNIVERSITY OF WASHINGTON

BA European Studies

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

AUG 2023 | **PRESENT** | **DICTIONARY.COM • OAKLAND, CA**

Senior Product Designer

Leading product design for Dictionary.com and Thesaurus.com (the DotCom team), and supporting product design efforts for other Dictionary.com properties, including EDU and Grammar Coach. Supporting and contributing to a robust and comprehensive design system, expanding our color palette and component library to account for all foreseeable use cases.

JUN 2022 | **AUG 2023** | **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 and managing one direct report.

MAY 2021 | **JUNE 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. 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.