



ALEX HOFF

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EDUCATION

MFA Interaction & UI/UX Design
Academy of Art University

BA European Studies
University of Washington

SKILLS + TOOLS

Design	UX + Research
Figma	Affinity Diagramming
Sketch	Card Sorting
InVision	Empathy Mapping
Photoshop	Prototyping
Illustrator	Storyboarding
InDesign	UX Writing + Content Design
AfterEffects	Wireframing

Coding	Documentation
HTML + CSS	Design Systems
Javascript	Confluence
jQuery	Notion
PHP	GSuite

CERTIFICATIONS

Foundations of UX Writing
UW Professional & Continuing Education, 2024

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 | **DICTIONARY.COM • OAKLAND, CA**
MAY 2024 |

Senior Product Designer

Leading the comprehensive redesign of all Dictionary.com properties, including Dictionary.com and Thesaurus.com results pages, driving increased user engagement, positive feedback, and revenue growth through elevated visual, UX/UI, and content design, while advocating for optimal accessibility. Supporting and contributing to additional product design initiatives, including newsletters, EdTech, and Grammar Coach. Partnered with the design system lead to build a scalable Figma design system with reusable components and exportable tokens, enabling design consistency and efficiency.

JUN 2022 | **PHILO • SAN FRANCISCO, CA**
AUG 2023 |

Lead Product Designer

As lead product designer on the billing team, led the redesigns of the reactivation ("win-back") flow, as well as account and settings pages, and led the 0-1 design and implementation of the free ad-supported streaming television (FAST) feature. Optimized crucial design workflows by constructing scalable components and making significant contributions to Philo's design system, focusing on web and mobile interfaces. Mentored and helped to build a team of 4 product designers, including 1 direct report.

MAY 2021 | **DICTIONARY.COM • OAKLAND, CA**
JUN 2022 |

Lead Product Designer / Interim Director of Product Design

Leading product design for Grammar Coach, spearheading a transformative redesign encompassing visual identity, UX/UI, interactions, and content strategy. Orchestrated a comprehensive design system overhaul and global design initiatives. Mentored and managed a team of 3 direct reports, nurturing their professional growth while driving strategic design endeavors across cross-functional teams.

Senior Product Designer

Leading product design for Grammar Coach, including a major redesign effort, 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 the system's color palette and component library to account for edge cases, accessibility, and internal team usability. Mentoring and managing 3 direct reports.

Product Designer

Leading end-to-end product design on Dictionary's machine learning-based grammar checking tool, Grammar Coach, focusing on overall usability, increasing user testing, and advocating for accessibility and inclusion. Collaborating closely with cross-functional teams.

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

Product Designer

As sole 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. Implementing new usability testing approaches and integrating testing into existing project roadmaps, while continuously advocating for increased organization-wide understanding of user behavior.

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.