

Jeff Hoffman

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Skills

Accomplished user experience / user interface specialist brings 19 years of website design expertise into designing experiences that accomplish business and user goals is seeking an Senior UX Design Position.

Experience

AUGUST 2016 –PRESENT

Cal Poly San Luis Obispo, San Luis Obispo, CA - Online User Experience Designer
Lead the development of redesigning the entire suite of Administration and Finance Division (AFD) websites with a focus on usability and accessibility. Coordinate between the AFD Departments to discover user needs, define information architecture and use cases, create personas and flowcharts, design a style guide and content templates. Front-end development for each website.

AUGUST 2013 - APRIL 2016

Shopatron Inc, San Luis Obispo, CA - Senior UI/UX Specialist
Assist with product definition and UX methodology for new API-based multi-device applications. Established an extensive pattern global resource for use in all new tools. Provide wireframes, prototyping, usability testing, personas, flowcharts, use cases, sketching and visual design for all new API based tools and existing legacy tools when new features are proposed.

2007 -2013

Shopatron Inc, San Luis Obispo, CA - Senior Website Designer
My job responsibilities follow a multistage web design methodology to ensure that business, usability and branding objectives are met. Most products I am assigned utilize the following skills: Wireframes, UI Design, Photoshop Design, HTML, CSS, JavaScript and extensive browser testing.

1999 - 2006

Redbeard Communications, Hollister, CA - Managing Digital Director
Redbeard is an advertising agency specializing in the Credit Union market nationally. My job responsibilities covered all digital materials. As Managing Digital Director, I was involved in being the lead on projects, creating ideas, presenting concepts in front of clients, facilitating conceptual layouts and storyboards all while keeping an open

communication with clients to determine their needs and specific criteria and executing jobs from start to finish ensuring their timely delivery. No digital work gets delivered until I have approved it. Also, I was able to take these conceptual designs and build them for the specific media (web, video, presentations). I was instrumental in creating the interactive side of Redbeard, which includes strategic partnerships, alliances, and capabilities.

Education

1992-1996

Chapman University, Orange, CA - BFA Film & Television Production