

Jeff Hoffman

1754 Tierra Nueva Ln.
OCEANO, CA 93445

(805) 709-2596

hi@hoffmanjeff.com

Portfolio: www.hoffmanjeff.com

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 a UX/UI design position.

In-depth knowledge of the eCommerce industry with effective communication and project management skills.

Experience

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 follows 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