



DENISE HOFF | Content Designer, CSM

Portfolio & Case Studies: www.denisehoff.com

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Product and content designer with project management and instructional design experience looking to support the success of a high-energy team. Unique mix of creative, technical, and leadership skills proven by 10+ years leading an *INC 500* production and design services company, including an expansion offshore. Always curious, thoughtful, and energized by life-long learning.



PORTFOLIO

scan for mobile
click for web

TOOLS:

Creative Cloud: XD,	Figma
Photoshop, After Effects,	Atom
Illustrator, InDesign	Zeplin
Smartsheet	UXPin
Bento / Habitat / OLP	Lucid
HTML/CSS	Finale

RELEVANT INDUSTRY SKILLS:

K12 Digital & Print Product Development	Responsive Web Design
User Flows, Wireframes, and Prototypes	WCAG Compliance/Accessibility
User Research and Persona Development	Instructional Design Models
Design Systems and Library Documentation	iOS and Material Design
Icon Illustration and Math Technical Art	Visual and Interactive Design
Animation & Haptic Design for Interfaces	Usability Testing: Test, Fail, Fix!

WORK EXPERIENCE

McGraw-Hill, Academic Designer, remote: NYC

1/22–present

- Researched competition, then presented set of 20 designed Habitat widgets to the design team using brand-style to request reusable, templated widgets to support cohesive modules.
- Reviewed eTools user interface and functionality within OLP and provided feedback to developer.
- Designed vendor-friendly writing templates to be used by author team; developed specs and how-to guides for Finale notation templates including visual library.
- Created cross-curricular activities in Habitat digital authoring system for a prototype; then OLP review.
- Built interactive widgets within iterative process based upon feedback; aligned with instructional sequence.
- Planned and developed accessible content and activities to align with Scope & Sequence.
- Suggested and helped authors review 150 literature selections for a primary grade music product under development.
- Produced artifacts according to current MHE production workflow: CAT tracker entry, image spec writing, DAL photo research, Asana art review, typemarking, alt text review, and brainstorming of skill-based widget interactivity.
- Mentored colleagues new to the industry on publishing best-practices.
- Curated personalized “Quick Link” Smartsheet Dashboard for new team-hires to support quick access to 80+ links for guidelines, templates, trackers, Lucid boards, and Sharepoint folders.

Rockwell Automation | Aquent Studios, UI/UX Designer, remote: Milwaukee, WI

12/21–present

- Designed wireframes for \$200k+ [Investor Relations](#) site: iterative process to cull stakeholder requirements for responsive web experience: generated user flows, wireframes, mockups & prototypes of web and mobile experience.
- Led weekly cross-functional meetings utilizing UX strategies to re-imagine the PartnerNetwork Portal reducing page count by 75%.
- Employed UX research to define UI; including: data analysis, card sorts, A/B testing, and iterative design proposals to support simplified user-friendly experience for world-wide partners.
- Delivered brand guidelines, high-fidelity prototype, and design specifications to the offshore development team.



- Designed animated trade show booth presentation to yield project for the yearly Automation Fair.
- Redesigned complex engineering tool to have minimal user interface for marketing purposes.

The Out-of-Door Academy, Faculty, Sarasota, FL

08/15-09/21

- Created UI/UX Design Course on mobile app product design; increased arts electives 20%.
- Produced 35+ interactive performances including music, theatre, and dance.
- Designed curriculum for, and taught AP Theory course with 80% scoring 5 on the national exam.

McGraw-Hill, Sr. Academic Designer (for competing product of Pearson, see below), remote: NYC

09/13-12/15

- Communicated interaction design requirements to developer and production team to retain focus on user-centric experience.
- Developed of 260+ interactive activities including wireframe, storyboard, and content.
- Tested functionality of assets on multiple browsers; bug and issue tracking using Jira.

Pearson Learning, Academic Designer, remote: Boston

09/11-09/13

- [prior to Pearson hire]: Developed interactive proof-of-concept assets to successfully secure funding for a 2-year project. (SME for external vendor-team before being onboarded by client.)
- Wireframed and developed content for 100s of leveled activities to stimulate independent and small group investigation of topics to learn skill-based content.
- Managed multiple stakeholders, on- and off-shore to coordinate content, imagery, production, and design services to complete 100s of interactive digital assets.
- Storyboarded assets to visually guide students on listening activities.

MediaLynx Design Group, Co-founder, FL / NYC / India

09/97-06/12

- Led organic growth of company from 1 to 100+ by integrating design, production, and eLearning services to support clients' desire for consolidated vendor relationships.
- Grew client list and increased revenue 600%; earned ranking in the *INC Magazine's* "500 Fastest Growing Companies."
- Led cross-functional US/India team providing full-service design and production services to textbook publishing companies: Math, Science, Social Studies, Music, Art, Health, ELA.
- Evaluated Indian vendors; initially partnered with Mumbai and Delhi teams before moving family to Chennai to learn business acumen.
- Hired, trained, mentored staff of 100+ in Chennai, India. Reduced client-costs 63% by moving to India and opening an offshore team to meet global pricing schemes imposed on vendors.
- Maintained employee retention of 95% by supporting positive work-environment through professional development opportunities and transparency.
- Project managed large-scale products containing thousands of images, technical art, interactive assets, print books, and ancillary course materials by using hard-data to forecast personnel needs.
- Increased quality output and reduced design and production errors 35% by instituting design systems and spec books accessible by on- and off-shore teams.

EDUCATION

Career Foundry Certificate 2021, 500+ hr Bootcamp
User Interface (UI/UX) Design with Front-end Development

Columbia University
Post-Grad Studies: Composition / Business

Manhattan School of Music
M.M., Music Performance


University of Wisconsin-Madison
B.M., 4-year Full Merit Scholarship

CONTACT

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