



# DENISE HOFF, Sr. UX Designer, CSM

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Dynamic professional with a diverse background in transforming projects across various industries: [John Deere] modernized legacy systems into intuitive interfaces; [Rockwell Automation] developed large-scale creative solutions, including immersive hologram experiences for sales and trade shows; [Custom Truck One Source] UX lead for responsive eCommerce design of site upgrade to a new React environment. A confident leader adept at managing complex projects and collaborating with teams worldwide.

## PORTFOLIO



scan for mobile  
click for web

## TOOLS:

Figma, Visual Studio Code: html/css,  
Creative Cloud: Photoshop, After  
Effects, Illustrator, InDesign

**Business:** SmartSheet, Lucid Chart,  
Asana, DAL

## INDUSTRY SKILLS:

- UX Design: Research, User Flows, Wireframes, and Prototypes
- Usability Testing: Test, Fail, Fix!
- Animation: micro to large displays
- Generative AI Prompts for Illustration
- Design System Development
- Visual and Interactive Design
- WCAG Compliance/Accessibility
- Template/Library Creation: web, manuscript, interactive assets

## WORK EXPERIENCE

**Aquent Studios | Custom Truck One Source, Sr. UX Designer**, remote: Milwaukee

1/22-present

**Aquent Studios | Rockwell Automation, UI/UX Designer**

- Primary designer working with SMEs to develop content for educational interactive experiences to engage customers with the latest automation product offerings for sales and trade show events.
- 30% reduction in design and development time due to creation of a robust design system supporting use of components, variants, libraries, and user guides to streamline design-to-development handoff.
- Led the design of user flow, wireframes, and prototype for the [Rockwell Investor Relations](#) site, directing an iterative process with stakeholders from development to deployment.
- Regularly led client meetings to craft captivating storyboards for interactive experiences, developing interfaces that educate and promote products at trade show events.
- Site design for ecommerce company; create reusable pieces and provide unified design across multiple product lines; whether trucks, parts, or calculators.

**Aquent Studios | John Deere, Deere Order Management, UX Designer**

summer 2023

- Led the UX redesign of a legacy green-screen system into a modern web interface, enhancing user experience through user research, wireframing, and prototyping, resulting in increased user satisfaction and a streamlined workflow.
- Facilitated weekly meetings including SMEs from Germany and collaborated with developers in India to integrate user feedback into the UX design process.
- Leveraged a robust, well-documented design system in Figma as a key resource for streamlining the design process and ensuring consistency across the project.

**McGraw-Hill, Academic Designer**, remote: NYC

1/22-6/23

- 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.
- User experience review of eTools interface and functionality; detailed feedback to developer.
- Developed vendor-friendly writing templates to be used by author team to reduce editing time.



- Edited/authored accessible content in digital authoring systems incorporating pedagogy strands.
- Created cross-curricular activities in Habitat and reviewed within OLP for a new prototype; included iterative process of building interactive widgets to align with instructional sequence.
- Curated personalized Smartsheet Dashboard for new team-hires; easy access to 80+ links to guidelines, templates, trackers, Lucid boards, and Sharepoint folders.
- Researched competition, then presented set of 20 designed Habitat widgets to the design team using brand-style as a request for reusable, templated widgets to support cohesive modules.
- Implemented production-style best-practice folder structure for use amongst ADs to ensure cohesive workflow of assets flowing in/out of OneDrive accounts before storing on Sharepoint.

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

08/15-09/21

- Created Product Design course focused on UI/UX design principles. Mobile app design course increased arts electives by 20%.
- AP Music Theory faculty with 80% of students earning 5 on College Board exams.
- Produced 35+ interactive performances including music, theatre, and dance.

**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

- 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.)*
- Storyboarded assets to visually guide students on animated listening activities.
- 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.

## 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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