



# Justin Hofstein

Web: [JustinHofstein.com](http://JustinHofstein.com) | Boca Raton, FL 33434

phone: 954.249.9939 email: [Me@JustinHofstein.com](mailto:Me@JustinHofstein.com)

Hello! I'm effective communicator and digital artist that has the ability to impart knowledge to teams of designers. I thrive in collaborating across departments and internally with the business owners to design cutting edge web sites and web applications. Advanced knowledge of the different phases of web design and development. Conceptualization, design iterations, development, QA, launch of web sites and web applications is where I thrive. Independent starter & strong leader that mentors by example to all levels of UI/UX design.

## TECHNICAL SKILLS

**Software** – Adobe CC Suite, Axure, Balsamiq, MS Visual Studio, TFS, Sitecore, WordPress, Atlassian Suite, Workfront

**Scripting** – HTML5, CSS, jQuery & JavaScript, PHP, .NET Visual Studio, Bootstrap Framework

## PROFESSIONAL EXPERIENCE

**LIFE EXTENSION** Tamarac, FL

March 2014 – December 2018

### ***Web Design Manager***

- Digital design lead & front-end designer for [LifeExtension.com](http://LifeExtension.com). Conceptual designs, full mockups and implementation with development team. Conversion rates for the site increased year over year due to the redesign
- Created responsive landing pages, html email campaigns, sale landing pages & offers utilizing Sitecore and project management in Workfront
- Conversion testing and design enhancements for all assets that lead to an increase in online sales
- Management and creative direction of other web designers while working side by side with the creative director creating a unified brand standard for all Life Extension marketing

**DELL SOFTWARE** Boca Raton, FL

2013 – Feb 2014

### ***Software UI/UX Developer***

- Created wireframes, comprehensive mockups & storyboards for the Dell Service Desk (helpdesk application) and an endpoint management solution for the Dell/KACE K1000 Management Appliance
- Lead design director for the offshore development team in Saint Petersburg, Russia
- Led development for the UX design process for an Agile development team defining all UI/UX patterns in Confluence and other Atlassian software for collaboration
- UI rebranding for Desktop Authority (ScriptLogic/Quest)
- Advisor for Dell Clarity rebranding standards for all acquired software companies further unifying design standards

**EDUCATIONCONNECTION.COM | EDUCATION DYNAMICS** Boca Raton, FL 2008 – 2013

**Senior Web Designer - UX Design Manager**

- Lead UI/UX Designer / Front-end developer for educationconnection.com & schoolconnection.com
- Mobile Web Design & jQuery development in addition to interactive kiosk design
- Project management & business analyst duties while working side by side with back-end development team
- MS .NET, TFS & MVC experience working side by side with the development team to ensure all design patterns and functionality was met
- Created banner ads, HTML emails, email campaign management and print marketing material as needed

**PROJECT BREAKOUT | BREAKOUT SOLUTIONS** Fort Lauderdale, FL 2007 – 2008

**Senior Web Designer**

- Lead UI/UX Designer / Front-end developer for all channels and competitions for Project Breakout
- Designed the Breakout Solutions company web site
- Created animated and static banner ads as well as print marketing material as needed
- HTML email design & campaign management
- Project management of competition channels & individual contests

**KERZNER INTERNATIONAL RESORTS INC. KIRI** Plantation, FL 2002 - 2007

**Internet Coordinator**

- Daily maintenance and enhancements for [www.atlantis.com](http://www.atlantis.com), [kerzner.com](http://kerzner.com), [thecoveatlantis.com](http://thecoveatlantis.com), [rediscoveratlantis.com](http://rediscoveratlantis.com)
- Created banner ads, HTML email campaigns, and multimedia presentations
- Development of corporate financial micro-sites annually for [www.kerzner.com](http://www.kerzner.com)
- Project management of Digital Asset Library [www.atlantisbrand.com](http://www.atlantisbrand.com)

**JUSTINHOFSTEIN.COM** Ft. Lauderdale, FL

2002 - Present

Freelance UI/UX Designer | Digital Marketing Consulting

**EDUCATION**

Bachelor of Science, Multimedia & Web Design  
Art Institute of Fort Lauderdale, Fort Lauderdale, FL