



Justin Hofstein

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I'm a strong communicator and passionate UI/UX designer that has the ability to lead teams of designers. I thrive in collaborating across departments and internally with business owners to design cutting edge web sites and applications. Advanced knowledge of user experience, user interface design and the phases of web and application design. Ideation, conceptualization, design iterations, user experience research, user interface design, QA and ultimately launching enterprise level web sites and applications. Independent self-starter and strong leader that mentors by example to all levels of designers.

TECHNICAL SKILLS

Software – Adobe CC Suite, Axure, Balsamiq, Sketch, Adobe XD, UX Pin, MS Visual Studio, TFS, Sitecore, WordPress, Atlassian Suite, Workfront

Scripting – HTML5, CSS3, jQuery & JavaScript, PHP, .NET Visual Studio, Bootstrap Framework

PROFESSIONAL EXPERIENCE

JustinHofstein.com Coral Springs, FL

December 2018 – Current

UI/UX Designer & Digital Marketing Consultant

- Freelance web design for small to medium size businesses
- HTML email campaign design & setup
- Logo design, print design & corporate branding
- Consultation on digital marketing strategies

LIFE EXTENSION Tamarac, FL

March 2014 – December 2018

Senior Web Designer – Web Design Manager

- UI/UX designer for LifeExtension.com. Conceptual designs, full mockups, development oversight & QA 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 & design enhancements for HTML email campaigns that lead to an increase in online sales annually
- 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 – February 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 – UI/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

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

EDUCATION

Bachelor of Science, Multimedia & Web Design - Graduated 2002
Art Institute of Fort Lauderdale, Fort Lauderdale, FL