Erika Hoff

UI/UX Researcher and Designer

linkedin.com/in/erikakkhoff

erikakkhoff@gmail.com

erikahoff.com

805.234.6300

Skills and Tools —

Visual Design, Wireframing and Prototyping, User Research, User Testing, Graphic Design, Web Design, Communication, User Flows

Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe XD, Figma, Sketch, Trello, Asana, Notion, Miro, HTML, CSS

Projects —

UI/UX Designer | OSF and Jump Simulation
Remote, Peoria, Illinois — 01/2021 - 05/2021
• As team lead, facilitated the work of a group of UX majors to design a health kiosk.
• Collected information through user interviews along with the creation of personas and journey maps.
• Designed app in Figma using UX design principles to be implemented in homeless shelters.

Visual Web Designer | JOLT Foundation Harm Reduction
Remote, Peoria, Illinois — 01/2021 - 05/2021
• Revitalized the website for JOLT Foundation Harm Reduction in a team of four.
• Utilizing a Scrum and Sprint Planning system served as visual designer in Figma.
• Rehabilitated a website using the Storybrand plan, improving their user's overall experience.

Marketer and Designer | OneFire
Remote, Peoria, Illinois — 05/2021
• Developed a marketing plan in a team for OneFire's client, MICA, a mal-practice insurance company.
• Assigned myself the conceptualization of a website and online ads redesign using Storybrand.
• Earned first place, winning for our use of beautiful designs and insightful marketing plans.

Work Experience —

Digital Promotion and Design Specialist | iBreakthrough Inc.
Simi Valley, California — 12/2017 - Present, As Needed
• Composed book covers, social media ads, banners, and video promotions for projects.
• Fabricated and implemented various floor plans for virtual event platform, Remo.
• Drafted articles on negotiation, digital events, etc. to be shared on iBreakthrough's website.

User Experience Research and Design Intern | Wildlife Prairie Park
Hanna City, Illinois — 08/2021 - 12/2021
• Interned at Illinois native wildlife conservation to design a new wayfinding app for the park.
• Collected research on visitors of the park using a 100 response survey, a persona, etc.
• Introduced a prototype using their design system and my teammates' illustrations.

UI/UX Designer | Lifting Up LLC
Remote, Peoria, Illinois — 06/2021 - 08/2021
• Analyzed a current design for a web application that assists entrepreneurs starting a business.
• Redesigned the app to facilitate a better journey for the users both visually and experientially.
• Collaborated with the developer to implement the new design and ensure all best practices were being followed.

Education —

Bradley University - Peoria, IL, B.S. User Experience Design, May 2022, 4.0
Moorpark College, Moorpark, CA, 2019, Digital Communications and Media, Transferred with 4.0 GPA

Awards —

Dean's List
Four Semesters at Moorpark College, Five Semesters at Bradley University

Academic Excellence in UX Design Award
Bradley University, Spring 2021