

ERIN HOFMANN

SENIOR UX + PRODUCT DESIGNER

EXPERIENCE

LEAD SENIOR UI/UX DESIGNER

FLEETCOR

📅 07/2023 - Present 📍 Denver CO

- Works as user interface design lead on CMS team for key business websites including fuelman.com, comdata.com, and fleetcardsusa.com.
- Works with research team to test initiatives and better serve our customers, working to increase revenue month over month.
- Key decision maker on UI updates and product strategy while using usability testing to make said decisions through iterative storyboards, sketching and mockups.
- Collaborates with stakeholders & developers for coding on a day-to-day basis for business solutions.
- Conducts design thinking exercises to create unity among the team.

SENIOR UX DESIGNER

BACKBASE

📅 09/2020 - 07/2023 📍 Denver CO

- UX lead on core team for individual banking industry clients.
- Responsibilities included collaborating with the bank and with front-end developers to implement custom features within their product for web and mobile (iOS and Android) applications using best practices for HTML & CSS.
- Continuously worked in an agile development scrum environment using Kanban boards to create product roadmap. Worked with the client to design thought-provoking design patterns and user journeys that solve client specific user problems using best practices in typography and design.

SENIOR UX DESIGNER

AMERICAN CANCER SOCIETY

📅 02/2020 - 07/2020 📍 Atlanta GA

- Sr. UX designer for cancer.org, relayforlife.com, and makingstrides.org.
- Responsibilities included strategic planning, design and development of partner pages, ongoing user research, user persona development, prototyping, and wireframing. Collaboration with front-end and back-end developers for coding.

SENIOR UX DESIGNER

NCR CORPORATION

📅 03/2019 - 02/2020 📍 Atlanta GA

- Sr. UX/UI designer for platform products and services.
- Determined brand look and feel, along with establishing style guide for multiple interfaces.
- Acted as mediator between design and product team to ensure brand consistencies to elevate visual design.

CREATIVE LEAD & ART DIRECTOR

TOPRIGHT PARTNERS

📅 11/2017 - 06/2018 📍 Atlanta GA

- Creative Lead and Art Director for brand development agency.
- Tasks included day-to-day management of creative projects, branding companies from the ground up, and conceptual execution.
- Led the look, concept, and strategy for all creative deliverables which ran the gamut from user experience design, packaging design, logo execution, website design, marketing collateral, and beyond.
- Acted as creative manager for designer, copywriter, and marketing technologist.

EDUCATION

Bachelor of Science

Birmingham-Southern College

📅 09/2005 - 05/2009 📍 Birmingham, AL

Art Direction Certificate

The Creative Circus

📅 01/2010 - 12/2011 📍 Atlanta, GA

User Experience Certificate

General Assembly

📅 11/2017 - 12/2017 📍 Atlanta, GA

SKILLS

Product Design

UI/UX Design

User Stories

Wireframes

Prototyping

User Testing

UX Research

User Personas

Team Leading

Product Management

Responsive Web Design

GSuite

Conceptual Development

Graphic Design

Art Direction

Social Media Development

Branding

Product Strategy

Business Strategy

Data Science

Data Modeling

User Interviews

A/B Testing

SOFTWARE

Adobe Creative Suite

Adobe XD

Photoshop

Figma

Sketch

AI Tools

Midjourney

InVision

Zeplin

Miro

Jira

Confluence

Adobe Analytics

Google Analytics

UserTesting.com

Axure