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| Justin Hofstein  Senior Product Designer | [www.justinuiux.com](http://www.justinuiux.com) • (954) 249-9939  [LinkedIn](https://www.linkedin.com/in/justinhofstein/) • [Portfolio](http://www.justinuiux.com/) • Boynton Beach, FL 33426 |

Creative professional with extensive experience in designing user interfaces and optimizing applications to enhance user experience. Instrumental in gathering requirements, developing UX Research programs, creating mockups and functional prototypes, testing/validating designs, and solutioning ideas to complex design roadblocks. Quick learner with remarkable efficiency in creating content based on research, adhering to design patterns and standards, while implementing user requirements. Excel at devising and deploying robust strategies as well as fostering professional relationships at all levels. Articulate communicator; equipped with extraordinary leadership, interpersonal, multi-tasking, and time-management skills.

**Areas of Expertise**

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| * User Interface Design * Strategic Planning & Execution * Design Thinking & Decision Mapping | * Mockups & UX Prototypes * Content, Code, & Design * Research & Usability Testing | * User Experience Optimization * Accessibility Compliance * Cross-functional Collaboration |

**Professional Experience**

**Crown Castle, Houston, TX 2023 – Present**

**Senior Product Designer**

Transformed the user experience of Crown Castle’s web and mobile apps across all lines of business, both internal and external. Supported numerous transformational business programs by providing UX Research, high fidelity mockups and functional prototypes. Helping to innovative critical data, geo-spatial, and logistic capabilities for customers and improved workflows for internal users.

* Delivered wireframes, customer journey maps, role-based personas, mockups, prototypes, design specifications and style guides optimized for a wide range of business lines and SaaS interfaces.
* Led user research programs and testing, established design thinking methodologies, and practice. Satisfied user needs and met business requirements using data gathered from UX research.
* Evangelized and championed the benefits of a design practice and its importance across the organization. Established interaction design best practices to create consistency and promote design maturity at Crown Castle.
* Presented designs & research findings to executive teams and across the entire company as well as individual product teams.

**PeakActivity, Boynton Beach, FL 2019 – 2023**

**User Experience Manager**

Supervise diverse designers on client projects to effectively produce, approve, and build pixel-perfect eCommerce websites and mobile apps. Provide strategic problem-solving and design direction at all stages of agile process. Conduct research, obtain design approvals, and oversee development of several customer projects.

* Elevated to lead and oversee a complete UX/UI team of senior designers.
* Conducted comprehensive UI/UX audits, while supporting significant client acquisition for company.
* Constructed prototypes, high-fidelity mockups, and wireframes for internal teams and client stakeholders.
* Designed the proprietary CMS system for eCommerce clients to manage their buisness.

**Life Extension, Fort Lauderdale, FL 2014 – 2018**

**Web Design Manager**

Hired as senior web designer and promoted to web design manager within year and a half. Enhanced organizational productivity by mentoring and training high-performing design team.

* Oversaw design and development of LifeExtension.com eCommerce website.
* Designed and deployed personalization software for store in Sitecore.
* Internally administered large HTML email campaign program.

**Dell Software, Boca Raton, FL 2013 – 2014**

**Software UX/UI Designer**

Coordinated creation of storyboards, mockups, and wireframes in complex, agile settings. Served as primary UI design lead at Boca Raton, FL office. Collaborated with local and international teams around United States.

* Established and applied visual user interface brand guidelines for Dell Software products.
* Engineered user interfaces and experiences for web applications/software.

**Education Dynamics, Boca Raton, FL 2008 – 2013**

**Senior UI/UX Designer**

Oversaw all aspects of graphic designing and web marketing. Conducted A/B tests for lead flows. Adapted testing results for optimal conversion rates. Managed team of two UX designers for new site design and HTML email creation. Led UX/UI and front-end development of internal applications for B2B account management. Collaborated directly with engineering team to provide UX flows and front-end HTML templates. Assisted QA team to follow and launch UI/UX integrity on time.

* Performed as senior web designer and front-end developer for SchoolConnection.com and EducationConnection.com.
* Produced static front-end HTML and CSS for engineers’ and development quality assurance team’s use.

**Additional Experience**

**2007 - Senior Web Designer,** Project Breakout, Fort Lauderdale, FL

**2002 - Web Designer,** Kerzner International, Fort Lauderdale, FL

**Early 2000s - Web Designer,** NicheDirectories.com, Boca Raton, FL

**Freelance UI/UX Designer,** Personal Work, Boynton Beach, FL

**Education**

**Bachelor of Arts in Interactive Multimedia & Web Design,** Art Institute of Fort Lauderdale, Fort Lauderdale, FL, Graduated 2002.