

JUSTIN HOFSTEIN

SENIOR PRODUCT DESIGNER

WORK EXPERIENCE

Crown Castle / Senior Product Designer

2023 – Present - Houston, TX

- Established product design department and elevated the design maturity from “Limited” to “Emergent” while continually evangelizing the value of human-centered design and design thinking methodologies.
- Journey maps, role-based personas, service blueprints, high-fidelity mockups and Figma prototypes created for internal sales B2B CRM (MS Dynamics/PowerApps) supporting Agile development teams.
- Led Cx research program for fiber quoting modernization program resulting in a new project for API driven quote management.

PeakActivity / User Experience Manager

2019 – 2023 - Boynton Beach, FL

- Creative manager and lead UI/UX designer for all clients including Dale Carnegie, My Eye Lab, City Furniture and others.
- Established and lead the new UX department. Hiring a team of four senior level designers and supervising all projects.
- Constructed prototypes, high-fidelity mockups, and wireframes for agile teams and new clients, including our enterprise B2C, B2B eCommerce platform.

Life Extension / Web Design Manager

2014 – 2019 - Fort Lauderdale, FL

- Redesign and launch of LifeExtension.com eCommerce website resulting in significant increase in sales month over month.
- Designed and implemented site content and personalization utilizing Sitecore CMS.
- Managed team of five mid-level UI/UX designers.

Dell Software / Software UI/UX Designer

2013 – 2014 | Boca Raton, FL

- Creation of storyboards, mockups, and wireframes in an agile setting for the Dell / Kace Helpdesk web application.
- Promoted and applied UI brand guidelines for Dell Software products on Quest Software SaaS applications.

EducationDynamics / Senior UI/UX Designer

Nov 2008 – Feb 2013 | Boca Raton, FL

- Lead designer / front-end developer for multiple lead generation websites. Promoted manager for two UX/UI designers creating new site designs and HTML email campaigns.

ADDITIONAL EXPERIENCE

2007 – 2008 - Sr Web Designer / Project Breakout, Fort Lauderdale, FL

2002 – 2007 - Web Designer / Kerzner International, Fort Lauderdale, FL

CONTACT

JustinHofstein.com

[linkedin.com/in/justinhofstein](https://www.linkedin.com/in/justinhofstein)

SKILLS

Professional & Design

- Qualitative/Quantitative UXR
- Usability Testing
- Service Design
- Design Strategy
- Cross-Functional Collaboration
- Lean UX & Agile
- Development Lifecycle
- Wireframes
- High-Fidelity Mockups
- Rapid Prototyping
- Design Systems
- B2B / B2C SaaS Apps
- Responsive Web / Mobile App
- UX/UI Leadership
- Presentational Speaking

Design Tools

- Figma
- Adobe Creative Suite
- Sketch
- InVision
- Balsamiq & Lucidchart
- User Analytics & Research

Code

- HTML 5
- CSS3

EDUCATION

Bachelor of Arts in Interactive Multimedia & Web Design

Art Institute of Fort Lauderdale

Fort Lauderdale, FL

1999-2002