

River Hoffman

UX/UI Designer & Front-end Developer

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https://riverhoffman.org

EDUCATION

Columbia Engineering, New York, NY

Bootcamp Certificate - UX/UI | Aug. 2020 - Feb. 2021

Rochester Institute of Technology, Rochester, NY

BS - Applied Arts and Sciences | Aug. 2014 - May. 2019

EXPERIENCE

Advantage Metalwork, Rochester, NY

Engineering Clerk & Visual Aid Designer | Feb. 2022 - Jul 2023

- Worked with design engineers and laser programmers to facilitate daily production releases.
- Created manufacturing packages to include routers, laser programs, and tags. Release work orders for new jobs via an MRP system (MieTrak).
- Error-proofed released packages for current revision levels, BOM, router, and part accuracy.
- Created instructional posters and signs to improve the workflow for the floor workers.

Creaticn, Rochester, NY

Co-founder & Front-end Developer | Jun. 2020 - PRESENT

- Developed and enhanced WordPress templates using HTML5, CSS, JavaScript, and PHP for new and existing customers in collaboration with the back-end developers in an agile development setting.
- Configured and maintained private servers for customers providing implementation support.
- Communicated and collaborated with clients to formulate and execute projects that met business needs.
- Planned, coordinated, and tracked project timelines, milestones, and deliverables.

SerVu Solutions, Rochester, NY

Software Engineer | Jan. 2019 - Jul. 2019

- Led a team of three software engineers, from ideation to execution, in building a minimum viable product.
- Construct platform wireframes, mockups, and prototypes for the UI of the entire platform based on end-user feedback, interaction, and HCI research.

SKILLS

Design

Adobe InDesign	Affinity Designer
Adobe Illustrator	Affinity Photo
Adobe Lightroom	Affinity Publisher
Adobe Photoshop	Figma
Adobe XD	InVision

Coding


HTML	Bootstrap
CSS	Javascript
SASS	jQuery

Other

Miro	WordPress
Github	Slack

Social

 /riverhoffman

 /river-hoffman

 /in/riverhoffman

- Designed and implemented the initial matching algorithm, crucial to platform function, in collaboration with the engineering team and leadership, performing testing and ensuring compliance.
- Exhibited at Imagine RIT 2019, gaining customer feedback and performing user research, which has been integrated into the platform.