AARON **HOFFMANN**

aaron@cortjezter.com **email**
cortjezter.com **portfolio**
612.812.2763 **mobile**

Full stack, lead UX & product designer specialising in strategy, design systems, alignment, and simplification.

EXPERIENCE

LEAD PRODUCT DESIGNER // Masked for privacy   2023–Present (2y)

- Established design system and UX standards for multi-channel organisation in the health insurance space
- Defined next-generation of AI/ML-driven proprietary software, enabling scalability via private equity acquisitions
- User- and data-driven application improvements resulting in over $1m annual employee productivity gains

LEAD UX & PRODUCT DESIGNER // Freelance   1996–Present (28y)

Full stack design services for digital products including: research, design systems, standards, patterns, strategy, documentation, wireframes, prototypes, presentations, mentoring, style guides, HTML/CSS

Most recently: **Lead UX Designer // ADP**, global design systems 2022 (8m)
- Defined UX patterns and governance guidance for internationally distributed UX team of 250+
- Built and maintained critical library components (eg UI Shell and global navigation)
- Ambassador for organisation-wide transition from Sketch to Figma

Previously: **Principal UX Designer // Optum, UnitedHealth Group**, government agency software 2018–2021 (3y 7m)
- Created multi-channel design system; maintained components/asset library
- Developed and deployed single- and multi-channel style guides; developer documentation
- Presented milestone software demos to state government officials, other user testing & interviews
- Translated legacy, keyboard-based mainframe software to modern, responsive, web-based application
- Led and mentored junior team members, providing instruction and training sessions

Past featured clients: **Target** web, art direction, **Nintendo** online marketing support, **SEGA** UX/UI, product design, **Sleep Number** UX/UI, brand, product & digital design, **Ghirardelli Chocolate** product, presentation design, **Fox Interactive Media, IGN** video, UX/UI, digital design

DIRECTOR OF PRODUCT DESIGN // GoNintendo   2005–Present (18y)

- Led design and development of multiple, custom CMS and drove monthly audience from thousands to over 5 million
- Orchestrated product, UX/UI/IA, branding, community outreach and staff software training

ART DIRECTOR & PRODUCT DESIGNER // Best Buy Co   2003–2008 (5y)

- Led brand advertising and design stewardship efforts on the company's Brand Design & Integration team
- Art directed and designed a signature product earning over $1bn annually; other advertising designs reached a weekly audience of over 75 million
- Developed creative for national campaigns & managed multi-channel corporate style guides, guiding brand strategy and focus group efforts
- Presented work to executive-level stakeholders, trained production artists

EDUCATION

JAPANESE LANGUAGE INSTITUTE OF SAPPORO
Sapporo, Japan. Focus: Japanese (language)

ART INSTITUTES INTERNATIONAL OF MN
Minneapolis, Minnesota. Focus: Computer Animation

BERKELEY CITY COLLEGE
Berkeley, California. Focus: Anthropology

HOLDINGFORD HIGH SCHOOL
Holdingford, Minnesota. Diploma with honors