



Product design leader helping organisations scale and streamline through design systems, modern UX practices and AI-enabled workflows.

EXPERIENCE

LEAD PRODUCT DESIGNER // (Confidential healthcare tech company)

2023–Present (4y)

- Established enterprise design system foundations and UX governance across a rapidly scaling RCM tech platform
- Acted as a strategic design leader across product, engineering, and operations, influencing platform consolidation, roadmap priorities, and organisational transformation
- Led product design strategy for AI/ML-enabled workflow automation supporting operational efficiency and scalability
- Modernised legacy applications through user research, interaction redesign, and component-based design standards
- Delivered workflow improvements generating over \$1M in annual productivity gains, with continued impact across enterprise platforms and automation initiatives

INDEPENDENT DESIGN CONSULTANT // Hoffmann Consulting LLC

1996–Present

Enterprise product design consulting across government, healthcare, technology, consumer, and digital media orgs.

Selected past clients: UnitedHealth Group/Optum, ADP SEGA of America, Sleep Number, Target, Nintendo of America

Most recently: **Lead UX Designer // ADP**, global design systems 2022 (8m)

- Defined UX patterns, standards, and governance guidance for internationally distributed UX team of 250+
- Built and maintained critical design system components including UI Shell, global navigation, and search
- Ambassador for organisation-wide tooling transition from Sketch to Figma

Previously: **Principal UX Designer // Optum, UnitedHealth Group**, government agency software 2018–2021 (3y 7m)

- Created and maintained multi-channel design system, component libraries, and developer documentation
- Modernised legacy keyboard-based mainframe workflows into responsive web applications
- Conducted user interviews, usability testing, and stakeholder demonstrations with government agencies
- Mentored junior designers and supported team capability development

DIRECTOR OF PRODUCT DESIGN // GoNintendo

2005–Present

- Founding partner, led digital product strategy for an independent media platform serving over 5 million monthly users.
- Designed and evolved proprietary publishing platforms and community experiences supporting a global audience
- Built operational processes, brand strategy, and team practices enabling growth over 18+ years

SENIOR ART DIRECTOR // Best Buy Co

2003–2008

- Led brand design initiatives across national campaigns, product launches, and corporate identity systems.
- Directed creative for a signature product generating over \$1B annually and presented work to executive stakeholders.

CONTINUING STUDIES

JAPANESE LANGUAGE INSTITUTE OF SAPPORO

Japanese language studies. Sapporo, Japan.

ART INSTITUTES INTERNATIONAL OF MN

Computer Animation studies. Minneapolis, Minnesota.

BERKELEY CITY COLLEGE

Anthropology studies. Berkeley, California.