Dóra Hoffmann

/dora-hoffmann/ +36 30 339 1373 dora.hoffmann@gmail.com dorahoffmann.com Pécs, HU

UX/UI designer and frontend developer based in Pécs, Hungary, working remotely worldwide.
I create digital products that are clear, usable, and genuinely helpful.

EDUCATION

Product Design Course
@ MOME ID (Budapest)
2023

Digital Media Designer Diploma
@ Media Design School (New Zealand)
2011 - 2012

BA, Economist (spec in Tourism)
@ Kodolányi János University
2000 - 2004

SKILLS

- Agile + SCRUM
- Growth Mindset
- Time management
- Feedback
- Presentation
- Business thinking
- Solutions focus
- Professional communication

DESIGN & SOFT SKILLS

- Figma
- Adobe CC (Ps, Ai, In)
- Sketch, Invision...
- UX/UI principles
- Mockup/wireframe
- Responsive design

DEV, TOOLS & SKILLS

- HTML, CSS, SCSS,
- JS, JQuery, React
- Boostrap
- Wordpress, Drupal...
- GIT, NPM, Phonegap
- SEO principles
- VS Code

LANGUAGES

Hungarian: mother language
English: professional

EXPERIENCE

UX/UI Designer @ XS Matrix (thefence.net)

2024 April - Present

- Sole designer at this cybersecurity startup, leading all product design efforts.
- Extended and improved complex workflows for user access reviews.
- Designed a brand-new product from scratch: the Identity Management (IDM) module.
- Launched IDM module MVP from concept to release, now in pilot at enterprise level.
- Quickly ramped up domain knowledge in cybersecurity & access governance.

Web Product Manager @ Codecool

2022 - 2024

- Led redesign and development of Codecool's main sales websites, improving conversion and engagement across markets.
- Oversaw UX/UI, CMS, A/B testing, integrations, and web development, coordinating cross-team and agency work.

Senior Designer @ Codecool

2020 - 2022

- Led rebranding of B2C, B2B and UI/UX work for application system app.
- Managed a design team and marketing asset production.

Freelance designer and frontend developer (worldwide)

2014 - 2020

- Delivered UI/UX and frontend solutions for startups (e.g. Fuel50, Nusic) and various web and design agencies during maternity breaks.

Interactive Developer @ Designworks (New Zealand)

2013 - 2014

- At the iconic New Zealand design agency, I built mobile apps, web apps, In-flight app prototypes
- worked on UI design with a UX research team, and with other developers on the products of the biggest NZ brands

Digital Designer @ .99 (New Zealand)

2012 - 2013

- At one of the biggest NZ BTL agency, I designed all sorts of digital advertising materials (socials, webapps, animated banners, eDMs, Flash banners), for Mazda, Farmers, Genesis Energy...

Digital Designer, Mac Op @ various agencies (New Zealand)

2007 - 2012

- I designed magazines, newsletters, flyers, corporate business cards for press, and some digital products. At Ogilvy, PMP Maxum, Clickthrough...

Marketing and Franchise Manager @ Overland Outdoor Shops

2005- 2007