

BOBBIELEE HOFFELE

UX / UI DESIGNER

PROFILE INFO

UX designer with 10+ years background in virtual healthcare service, team management and administration. Experience in developing projects from research to high fidelity prototypes. Skilled at identifying problems and creating user focused solutions.

MY SKILLS

UX Design
UI Design
Wire Framing & Prototyping
Personas
User Research
User Testing
Information Architecture
Style Guides


MY TOOLS

Figma
Marvel
MIRO
InVision
Jira
Confluence


CONTACT INFO

 **Portfolio**
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www.linkedin.com/in/
bobbieleeeghuman

 **Located**
Texas - Open to remote

UX/UI DESIGN PROJECTS

Bobbieeelicious 2020-present **Health and Wellness Blog**

- Designed and created content for a mobile first web app to educate users on lifestyle approaches to healthy living.
- Completed competitive analysis, user research and interviews, wireframes, content creation, dev hand off, and site testing.
- Shared site posts with lifestyle patients to improve daily health habits and achieve goals.

Livewell **Career Foundry Case Study**

- Created a user centered lifestyle, habit tracking app that allows user to track labs, vitals, activity, and intake.
- Engaged in user research and surveys, information architecture, analyzed quality data through card sorting,
- Designed high fidelity screens, multiple prototype iterations and a style guide through various round of preference and usability tests.

WORK EXPERIENCE

Virtual Registered Nurse 2021-present **Medici Medical Group**

- Delivered client-centered care for a physicians office through client visits, interviews, and data analyzation.
- Utilized a variety of healthcare applications and tools to enhance utilization. Tested new software and communicated bugs with the technology team. Created user flows through the care system and identified areas to improve friction.
- Increased member utilization and satisfaction with the service. Received a steady Net Promotor Score greater than 90.

Charge Nurse Manager 2020-2022 **Vibra Life of Katy - Memorial Hermann**

- Managed an active COVID unit through staff/patient education, management, and safe staffing ratios.
- Decreased the spread of the virus, ensuring open beds available for acute patients.

Charge Nurse Manager 2017-2019 **Chaska Heights**

EDUCATION HISTORY

UX/UI Design Jan 2023
Career Foundry

Bachelor of Science of Nursing Dec 2011
McMaster University

Nursing Diploma June 2008
Conestoga College