

CHRISTEN L. HOFFMAN

CONTACT

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SUMMARY

Experienced leader in studying user communities and their interaction and effectiveness with specific business processes. Expert in providing counsel and guidance to creative professionals entering a new career. Overhauled business culture employee engagement for a large organization.

EDUCATION

Masters of Science in Industrial/Organizational Psychology

Florida Institute of Technology | Melbourne, FL
2009 - 2011

BS in Psychology

Auburn University | Auburn, AL
2004 - 2008

PROSCI Certification

2022

SKILLS

Leadership
Critical thinking
Communication
Emotional Intelligence
Data Analysis
Project Management
User experience
Customer Outreach
Public speaking
Change management

RELEVANT EXPERIENCE

Senior Manager of User Experience & Change Management

May 2022 - current

- Expand UX services to offer change management planning and facilitation
- Engage with many areas of the organization to align stakeholders and create awareness of change initiatives and business impacts
- Establish transition approach for newly acquired subsidiary companies that prepares new employees for different processes and systems
- Coordinate and deliver corporate wide communications, training, and user support in conjunction with a user centric transition

Manager of User Experience *January 2016 - April 2022*

- Developed and executed plan to establish a new team focused on delivering effective user experiences for office and field personnel
- Interviewed, onboarded, and counseled candidates to create diverse team of 10 high potential members
- Built a UX research framework and directory of tools to conduct generative user interviews, usability testing, info architecture, user journeys, and more
- Managed over 20 projects at any given time across team members
- Led the team in developing an enterprise design system for application functionality and branding

Cultural Change Leader *January 2015 - December 2015*

- Selected to lead 300+ personnel through an office transition that would move the physical office and establish an improved work culture
- Partnered with architects, general contractor, subcontractors, county officials, and various agencies to obtain permits and create construction/design plans
- Prepare change plan to seamlessly transition personnel from former environment to new facility
- Maintained 10 million dollar budget over two year timeline

Senior Business Analyst *June 2012 - December 2014*

- Stay current with customer needs and uncover opportunities for improvement
- Facilitate process design changes through process analysis and document design at a complex level
- Build relationships and partnerships with key stakeholders
- Manage project scope and adopt to changing business needs to deliver on time deliveries of technology solutions