

LEE HOSFORD

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Bay Area/East Bay



PROFILE

Versatile and motivated professional with strong expertise in web and app design. Skilled at working independently or collaboratively, with a proven ability to manage complex projects, solve problems creatively, and deliver on deadlines. Experienced in client engagement and adept at adapting to change while maintaining focus under pressure. Recognized for reliability, honesty, and clear, approachable communication in professional settings.

DESIGN TOOLS

Figma
Adobe CC (Design + Motion)
Maze
ChatGPT
MS Copilot
Writer AI
Claude
Slack

MANAGER SKILLS

Team planning, coaching, and performance growth.

Project management across multiple concurrent initiatives.

Driving end-to-end projects, including high-visibility expo deliverables.

Strong presentation and stakeholder communication skills.

Effective cross-team collaboration and alignment.

REFERENCES

Available upon request.

EDUCATION

Southampton Solent University
BA (Hons) Graphic Design (2:1)
2005 – 2008

Developed a strong foundation in typography, layout, and visual communication, progressing into digital media with industry standard tools. Cultivated a focus on illustration, continually refining process and style. Final-year projects spanned print design, brand identity, problem-solving, and web design, showcasing versatility across digital and traditional formats.

Bournemouth & Poole College
ND Graphic Design
2003 – 2005

A two-year course with a high level introduction into design. skills in layout, visual communication, as well as collaborating with others on design briefs.

LIFE OUTSIDE WORK

I enjoy music events, spending time with friends, and exploring creative exhibitions that inspire my approach to design. I value continuous learning and bring this curiosity into my work, fostering a positive and adaptable mindset in creative environments.

EMPLOYMENT

OmniSSA - Mountain View
(Previously VMware)
October 2021 – Present
UX Manager

Leading a UX team of 10+ designers delivering enterprise endpoint management and AI experiences, while driving design strategy, mentoring designers, and strengthening cross-functional collaboration.

ThousandEyes – SF
October 2019 – 2021
Lead Product Designer

Improved network visibility workflows through redesigned UI, increasing usability and establishing the foundation for a scalable design system. Contributed to building and delivering a complete design system to elevate product consistency and user experience.

Citrix – FTL/Santa Clara
December 2014 – 2019
Senior Product Designer

Helped launch Citrix Cloud by designing user experiences, interface designs, in-product animations, and application management tools. Collaborated closely with cross-functional teams to deliver research-driven solutions and supported the product launch through onsite customer engagement and presentation preparation.

PA Consulting – London
September 2012 – 2014
Senior Product Designer

Led mobile app, web, and brand identity projects for clients including Heineken, Met Office, AXE, and Hershey's.