Ferdinand Hof

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Profile

A motivated, responsible designer & developer with excellent team working and communication abilities. Experience in designing and developing apps and websites since 2012. Love for details, always improving the user experience and constantly seeking perfection.

Experience

Imago Design: Designer & Developer 5/2018 — Present
Developing and prototyping web and iOS apps for measuring User Experience.

Apple: iOS Engineering Intern 3 Months internship in 2016 and 2018
2018:   Interned on the Core Services team at Apple Park in California. Working on inter-device communication features.
2016:   Worked on the Maps team, prototyped and developed an internal tool using indoor locationing techniques.

BMW Group: Cloud Specialist 11/2017 — 4/2018
Built web app and chatbot as tool for assisting BMW engineers with integrating cloud platforms.

Intive: iOS Engineering 12/2016 — 11/2017
Designed and developed apps for customers like Esprit, Freeletics, Telekom and the company itself.

Intel: iOS Developer 4/2016 — 7/2016
Designed and developed an iOS App using camera access and CoreMotion to present an augmented reality experience for controlling LED-drones to capture light paintings.

X-INFO: Designer & Developer 7/2012 — 3/2016
Designed and developed various apps, websites alone or together in a team of 2-5 people. Coordination with the customer and supervisors. Instant job offer after a two week internship during high-school.

Honors & Projects

Winner at MHacks 6: Best iOS App
Created an app, Joyride Routes, in 36 hours together with Jacob Klapper. The app let's you share and look for fun routes to drive. The app utilizes MapKit, CloudKit and a custom UI. We won the price for the best iOS app.

WWDC 2014 & 2015 Scholarship Receipient.
Developed an app each year showcasing my creativity, project developing and designing skills. Attended Sessions, learning about newest technologies, discussing solutions for coding problems with Apple engineers

iOS App: **Monopoly Deal** Early 2019
During a course at my university we developed the card game version of the popular Monopoly board game in a group of four. The game features a full set of draggable and playable cards and a AI the user can play against.

iOS App: **Simple News Reader** 2014 — Present
A simple but powerful app for RSS feed reading, packing features like paging between articles disappearing UI for fullscreen reading, saving articles, searching, auto pasting URLs, etc. This app is my daily driver for news.

Many more Can be found on my website.

Education

Master: Human Computer Interaction 2018 - Present
Ludwig-Maximilians University Munich

Semester Abroad: Informatics & Acoustic 5 Months in 2019 - 2020
Universidad de Alicante, Spain

Bachelor: Media Informatics (Focus on Human Computer Interaction) 2014 - 2018
Ludwig-Maximilians University Munich (Bachelorthesis: "Visualizing and Interacting with UX-Data")

Foreign Exchange Program 6 Months in 2011
United-Township-High School, East Moline (Illinois)

High School 2005 - 2013
Otto-von-Taube Gymnasium Gauting

Skills

Script and Programming Languages, Frameworks
iOS (Swift, Objective C, Objective C++), Web(Angular, Express.js, HTML, CSS, JavaScript, PHP), Android(Java), C

Development Tools
Xcode, Eclipse, AndroidStudio, VisualStudio, Git, Subversion

Design & Prototyping Tools
Photoshop, Illustrator, Cinema 4D, Fusion 360