

Derek B. Hoffman

WRITER · DESIGNER · TECHNOLOGIST

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Summary

Writer, designer, and technologist with more than 25 years of experience across creative direction, UX/UI, web development, technical and research writing, systems, support operations, and process improvement. Work spans academic research, healthcare decision support, enterprise technology, and independent client work.

Core: Writing · Design · Technology · Research · Leadership · Strategy

Experience

Veracity by Design

CEO & Creative and Technical Director · Oct 2015-Present

- Lead creative services, technical strategy, product development, and implementation for nonprofits, local businesses, research teams, and academic medical centers.
- Work spans interactive healthcare decision support, UX/UI, web and identity design, technical and research writing, content, training, secure data workflows, and hands-on technology support.

The Dartmouth Institute for Health Policy & Clinical Practice

IT Support Manager · Oct 2012-Aug 2015

- Provided first-, second-, and third-tier support for 300+ faculty, staff, students, and emeriti in an academic research environment.
- Created a private cloud with two-factor authentication for 400 users and improved requisitioning, onboarding, video services, training, and research-unit web systems.

Dartmouth Psychiatric Research Center

Web Developer · Aug 2010-Sep 2012

- Led QA and user support for five enterprise websites and the graphic/code redesign of the center website; created research and training interface mockups.
- Built an intranet project-management and issue-tracking environment using Windows Server, SharePoint, SQL, and Project Server integration.

Selected Impact

20,000

FTE HOURS / YEAR

Custom Dartmouth imaging workflow.

5h → 15m

SQL PROCESSING

Migration reduced a recurring database process.

400

AUTHENTICATED USERS

Private cloud deployed with two-factor authentication.

11k / 20k

USERS / DEVICES

Enterprise support environment at Keane.

Experience (Continued)

Dartmouth College

Student IT Services & Public Computing Manager · Apr 2005-Jun 2010

- Recruited, trained, and supervised 12-15 student employees annually supporting 6,000+ students and roughly 5,000 cases per year.
- Created and maintained a custom computer-imaging workflow credited with saving approximately 20,000 FTE hours per year and built training for nontechnical hires.

Keane, Inc.

IT Manager / Application Administrator / Technical Writer / Trainer / Analyst · Jan 1998-Apr 2005

- Served as sole IT support for 180 users across four offices; led office technology buildouts, managed servers/VPN/Wi-Fi, and supported remote infrastructure across 40+ offices.
- Led a Y2K migration that reduced a recurring SQL process from five hours to 15 minutes; wrote a user manual and led sales-system training across 13 offices; later supported an 11,000-user / 20,000-device enterprise environment.

Education & Training

2012 · MFA, Creative Writing

University of Southern Maine (Stonecoast)

Specialization in Popular Fiction.

1998 · BA, English

Plymouth State University

Coursework included creative writing, literature, philosophy, graphic design, and studio art.

Additional Training

Red Hat System Administration (RH124), 2015 · CompTIA A+ Hardware Certification, 2001 · Graduate Creative Writing, Dartmouth College, 2007 · Teaching Writing, Grand Valley State University, 2004 · Keane project-management / Visual Basic / SQL / COBOL / JCL training, 1998-1999.

Selected Publications & Awards

SELECTED RESEARCH & DECISION SUPPORT

Pathways - Patient-centered decision counseling for women at risk of cancer-related infertility. *BMJ Open*, 2018. PMID 29467138.

The Pathways fertility preservation decision aid website for women with cancer: development and field-testing. *Journal of Cancer Survivorship*, 2017. PMID 29034438.

Pathways: a fertility preservation decision aid for women with cancer. MD Anderson Cancer Center, 2017.

Planning for long-term care: choosing the best care and financial plan for you or your loved ones.

CREATIVE PUBLICATIONS

Saitan Reef. *Horrors of the Deep: Startling Sea Stories*, ed. Franklin Ard. Rogue Owl Press, 2023.

Acceptance of Risk. *After the Burn: A Post-Apocalyptic Anthology*, eds. Franklin Ard and Joseph Carro. Rogue Owl Press, 2022.

The Snake and the Moon. *Stonecoast Lines*, Winter 2013.

AWARDS

Hermes Gold Award, 2017 - Creative design of the Pathways decision-aid website for MD Anderson Cancer Center. · **Dartmouth Service Awards**, 2005 & 2006. · **K-Pin Service Awards**, Keane, 1998 & 2000.

Selected Toolkit

Writing & Research: technical writing, research writing, editing, documentation, training, content development

Design & Web: UX/UI, editorial design, web design, Adobe Creative Cloud, WordPress, Astro, HTML/CSS

Systems & Development: JavaScript, PHP, SQL/MySQL, Git, Windows Server, Linux, macOS, virtualization

Operations & Strategy: project management, help desk management, process improvement, QA, HIPAA/FISMA environments, secure data workflows