KATIE HOFMANN

CONTACT

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katieehofmann.com

EDUCATION

Miami University, 2017-2021
Oxford, OH

BCA | Emerging Tecnology, Business + Design
Minor | Digital Innovation

SKILLS

KNOWLEDGE & PROFICIENCIES

Adobe Creative Suite, Problem
Finding & Solving, Tableau, Motion &
3D Design Software, Multitasking,
UX/UI Research + Design, Customer
Relations, Beginner HTML, SCRUM

CERTIFICATIONS

Hubspot Social Strategy, Hootsuit
Platform, Google Analytics

VOLUNTEER ENGAGEMENT

INTERFAITH HOSPITALITY NETWORK
Indianapolis, IN | 2013 - 2018

Assisted my church in helping
homeless families with children
Looked after children as well as
aided in teaching job building skills.

ALPHA OMICRON PI FRATERNITY
Oxford, OH | 2018 - 2021

Supported the Arthritis Foundation
by fundraising and organizing
philanthropic events.
Elected as the Graphic Organizer to
help design shirts and posters.

EXPERIENCE

ASSISTANT MANAGER
Skipper's Pub

Oxford, OH | 08/18 - 07/21

Demonstrated leadership capabilities by training
and supervising the staff.
Worked in a fast paced environment while
developing effective communication and decision
making skills.
Balanced 30+ hours a week while remaining a full
time student.

RESEARCH/SOCIAL MEDIA TEAM
Neighborhood Rescue of America

Remote | 03/20 - 07/20

Utilized data visuals to create socioeconomic
models used by the organization's consulting
division.
Gained experience in fundraising, HR, recruitment,
social media strategies, and content creation.
Worked successfully with a diverse group of
coworkers to accomplish goals and address issues
within the DC area.

DIGITAL MARKETER/JUNIOR DESIGNER
Neopixl

Differdange, Luxembourg | 01/20 - 03/20

Collaborated with the UX/UI team to design, animate,
and market different apps according to clients'
needs.
Created design system portfolios for clients to ease
their workflow.
Assisted with UX research by auditing client
programs and benchmarking competitors.

CAPSTONE PROJECT
City Savvy Luxembourg

Differdange, Luxembourg | 01/20 - 05/20

Evaluated the company to determine what problem
points existed, and collaborated in order to establish
a solution within the owner's parameters.
Led the Tech Team in deciding and designing the
potential app UI features, UX features, and business
costs.
Engaged in UX research techniques to establish the
different problems and demographics within a new
environment.