

# Rachel Hoffman

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## EDUCATION

**Michigan State University**; East Lansing, MI, August 2022 – May 2025

Bachelor of Arts, Experience Architecture  
Minor, Environmental and Sustainability Studies  
Cumulative GPA: 3.95

## WORK EXPERIENCE

**Jaster Athletics Project Management Intern**; Remote May 2024 - Present

- Design both desktop and mobile application screens and user experiences for the JABA AI products.
- Gain an understanding of the JABA AI user base through user experience research such as journey mapping, user flows, and more.
- Communicate with the JABA AI product, management, and development teams to complete projects efficiently and meet deadlines.
- Research and analyze market competitors to understand how industry leaders have found success, and consider how the JABA AI brand can adapt and innovate upon these strategies to suit our users' needs.

**MSU College of Osteopathic Medicine Student IT Support**; East Lansing, MI August 2024 - Present

- Connect MSU classrooms across the state of Michigan for virtual cross-classroom college classes.
- Work with MSU-owned technologies including computers, projectors, microphones, and casting devices to ensure a smooth classroom experience for students and professors.
- Provide professors with any technology assistance required for their classes, acting as a helping hand and as a resource for any questions and concerns regarding MSU technologies in their classrooms.

**Kellogg Hotel and Conference Center Kitchen Sanitation**; East Lansing, MI, January 2022 - October 2023

- Worked in a team effectively by prioritizing clear communication and a welcoming environment.
- Kept a clean working environment for the chefs by being proactive and attentive to what needs my attention.
- Worked efficiently with my team under stressful conditions such as washing upwards of a thousand dishes after large events.

**Elissa Slotkin for Congress Voting Registration**; East Lansing, MI, October 2022 - November 2022

- Helped register new voters by knocking door-to-door in the MSU student dorms in order to encourage participation in the ongoing election cycle.
- Engaged in nonpartisan conversation to help students and faculty find a voting method would work best for them.
- Utilized Google Spreadsheets to collect data, keep track of trends, and communicate with my team.

**Aéropostale Sales Associate**; Birch Run, MI, May 2022 – August 2022

- Created a friendly store environment by greeting and checking in with customers throughout their time in the store.
- Assisted customers by working the register and finding specified items to make sure they have an efficient shopping experience.
- Backstocked new shipment and restocked the store floor to keep product organized and out for customers as soon as possible.

**Customware Technologies IT Assistant**; Saginaw, MI July 2020 – August 2021

- Took notes and input data daily during large projects in order to keep track of my progress and communicate my findings.
- Made myself a point of contact for company employees to help fix their technical issues with company-issued devices so they could easily and efficiently complete their work.
- Attended software presentations to understand the company's current projects and take notes on what me and my coworkers could do differently based on company goals.
- Contacted 100+ employees about changes to a company-wide technology policy for one of Customware's clients.

## SKILLS

### Programs

- ➔ Figma\*
- ➔ Github\*
- ➔ VS Code\*
- ➔ Canva\*
- ➔ AutoCAD 2D and 3D design
- ➔ Adobe (Illustrator, InDesign, and After Effects)

### Other

- ➔ Artistic skills\*
- ➔ German language skills\*
- ➔ Black belt in Kung Fu\*

### Hard Skills

- ➔ User interface design (wireframing, prototyping)\*
- ➔ User research (surveys, interviews, cardsorting, A/B testing, and more)\*
- ➔ User experience (user stories, personas, journey maps, wayfind mapping, and more)\*
- ➔ Quantitative and qualitative data analysis
- ➔ Writing/reading code (HTML, CSS, JavaScript, and Python)\*
- ➔ Professional writing
- ➔ Environmental sustainability assessment

### Soft Skills

- ➔ Communication
- ➔ Collaboration
- ➔ Empathy
- ➔ Curiosity
- ➔ Ingenuity
- ➔ Adaptability
- ➔ Proactiveness
- ➔ Time management
- ➔ Organization
- ➔ Attention to detail
- ➔ Open to critique
- ➔ Opinionated
- ➔ Problem solving

\*Proficient skills, which I define as skills that I have clocked 100+ hours of experience with.