Email   rachel331h@gmail.com
Portfolio   rachelhoff.com

Rachel Hoffman

EDUCATION

Michigan State University — *Bachelors of Art*   August 2022 – May 2025
- Major   Experience Architecture (XA), with a focus in User Experience (UX) Design
- Minor   Environmental and Sustainability Studies (ESS)
- Cumulative GPA   3.9/4
- Dean's List   6/6 Semesters
- Program Assistant   Arts, Culture and Urban Sustainability abroad program to Rome, Italy

freeCodeCamp — *Certificate of Responsive Web Design*   August 2025

EXPERIENCE

Jaster Athletics — *Product Management Intern*   May 2024 - May 2025
- Designed desktop and mobile application screens, flows, and experiences for the JABA AI products.
- Gathered and analyzed user research through user personas, journey mapping, and mass surveys.
- Communicated between product, management, and development teams to complete projects efficiently.
- Researched market competitors and considered new strategies to adapt/innovate the brand experience.

MSU College of Osteopathic Medicine — *IT Support*   August 2024 - May 2025
- Connected classrooms at universities across the state of Michigan for hybrid sessions.
- Worked with a variety of types of computers, projectors, microphones, and casting devices.
- Ensured a smooth virtual classroom experience for students and professors under time constraints.
- Answered questions, concerns, and provided any technological assistance needed on-site.

Citizens Scholars — *Contract UX Designer*   July 2024 - August 2024
- Considered design principles, accessibility standards, and user needs to create a functional product.
- Collaborated with management to understand and fulfil their vision for the brand's future.
- Created and reworked UI mockups based on the program's new needs and principles.
- Accommodated a wide set of users including program donors, students, parents, and faculty.

Other Experiences
- **Mentor for the empowHER Leadership Retreat for Girls** — As a mentor, I created an inclusive, collaborative, and fun environment for 4th-9th grade girls to feel confident to learn and grow.
- **Member of Zeta Theta Omega** — As a part of Michigan State University's co-ed, animal-science-founded fraternity, I donated my time and energy to raise money for local environmental protection charities.
- **Member of the Chinese Martial Arts of Michigan** — I trained my discipline and dedication, studying under Master Coleman. I completed traditional Chinese training and competed internationally in Sanda.
- **Member of Michigan State University Karate Club** — I opened my mind to new forms of martial arts.

SKILLS

- **Figma**
- Github
- **VS Code**
- AutoCAD
- Information architecture

- **UX research**
- **UI/UX design**
- Front-end development
- Professional writing
- Data analysis

- Sustainability assessment
- Communication
- **Organization**
- **Problem solving**
- German language