

Josephine Bryn Hotes

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Education

The University of Tampa

Master of Science, Instructional Design and Technology, GPA: 3.9, Fall 2026

Bachelor of Arts, Advertising and Public Relations, Design Concentration, GPA: 3.85, Spring 2025

Experience

Orlando Utilities Commission (OUC) | Hybrid

Instructional Design Intern | May 2025 – Present

- **Managed end-to-end agile design lifecycle** via the Successive Approximation Model (SAM) for a mandatory compliance curriculum training 300+ employees across 8 roles, securing a 95.2% operational storm-readiness rating to safeguard FEMA disaster reimbursements.
- **Architected 16 asynchronous, role-tailored digital modules** (Articulate Storyline, Cornerstone LMS) to unify foundational knowledge across diverse cohorts prior to experiential application, yielding a 100% platform navigation ease rating.
- **Designed and facilitated 12 in-person simulation workshops** replicating emergency events, customizing each session to the distinct operational objectives and execution targets of specific response roles.
- **Applied task analysis and Information Architecture (IA)** to engineer seven role-specific, 80-page instructional manuals and job aids mapping chronological compliance duties as active on-the-job performance support tools.
- **Validated instructional efficacy** through formative and summative evaluations, verifying an 8x increase in system mastery and 100% content accuracy, while leveraging FEMA certifications to provide technical support during live Incident Command Center (ICC) activations.

HotesDesign | Remote

CEO & Freelance Graphic Designer | June 2023 – Present

- Directs the full design and research consultation lifecycle for national clients, managing the process from initial research and conceptualization through to the final delivery of product design.

Live Well University of Tampa | Hybrid

Director of Design | Dec 2023 – May 2025

- Managed the development of Balance UT's visual brand and advertising collaboratively.
- Directed the creative direction for wellness events using Adobe Creative Suite while meeting project timelines and budgets.

Hang Ten Creative Agency | Remote

Brand Strategy and Design Intern | Dec 2023 – May 2024

- Developed official brand strategy and advertising for the business, The Memory Collective.
- Strengthened website design expertise through Co-Founder mentorship.

Brand Strategy Subcontractor | Sept 2023 – Nov 2023

- Delivered data-driven brand strategy for The Composed Canine, a Texas dog training company, resulting in a 30% increase in new customers and a 10% improvement in retention rate.

Credentials and Honors

FEMA Emergency Management

- IS-100.C: Incident Command System | IS-700.B: National Incident Management System

Professional Certifications

- Emerging Talent Internship Program (OUC) | Fundamentals of Journalism (NBCU Academy)

Academic & Civic Honors

- Outstanding Achievement Award (United States Congress) | Cum Laude (University of Tampa)

Skills

Articulate 360, Cornerstone LMS, Canvas LMS, Google Classroom, SharePoint, Documentum, Figma, Camtasia,

Adobe Creative Suite, Snagit, CapCut, Vyond, Synthesia, ElevenLabs, Prompt Engineering, Claude, Replit,

Webflow, WordPress, Wix, Qualtrics, Microsoft Forms, Clarita