

## Josephine Bryn Hotes

[HotesDesign.com](https://HotesDesign.com) | Tampa, Florida | [DesignHotes@outlook.com](mailto:DesignHotes@outlook.com) | [LinkedIn](#)

### Education

#### The University of Tampa

Master of Science | Instructional Design and Technology | 2025 – 2026

#### The University of Tampa

Bachelor of Arts | Advertising and Public Relations | Creative Concentration | GPA: 3.9 | 2021 – 2025

### Experience

#### Orlando Utilities Commission

Instructional Design Intern | May 2025 – December 2025

- Design and development training materials (e-learning modules, training manuals, etc.) tailored for adult learners in the utility sector of OUC
- Collaborate with subject matter experts, allowing the gathering, analyzing and developing of accurate content
- Apply instructional design theories, practices, and methods to create engaging and effective e-learning

#### Live Well University of Tampa

Director of Design | May 2024 – May 2025

- Educates, manages, and collaborates with Balance UT design and marketing teams
- Manages the development of social media campaigns
- Directs advertising for wellness events (e.g., goat yoga, meditations) utilizing the adobe creative suite, while managing project timelines and resources for on budget and high-quality deliverables

Design Executive | Dec 2023 – May 2024

- Developed advertising campaigns and collaboratively improved Instagram click-through rates by 9%
- Assisted in the creation of social media advertisements utilizing the Adobe Creative Suite

#### Hang Ten Creative Agency

Creative Design Intern | Dec 2023 – May 2024

- Created marketing materials for clients, boosting brand presence and engagement on social media
- Developed brand strategy for The Memory Collective through a thorough design process
- Strengthened website design expertise through Co-Founder mentorship

Brand Strategy Subcontractor | Sept 2023 – Nov 2023

- Delivered data-driven brand strategy for The Composed Canine resulting in +30% platform interactions
- Managed client feedback, meetings, and communication

#### Freelance Graphic Designer | HotesDesign

Founder | June 2023 – Present

- Designs brand strategy, product design, and advertising campaigns for national clients
- Conducts a thorough design process from research/ conceptualization to final delivery; aligning with client goals and target audience needs

### Awards, Certificates, and Honors

Dean's List Honors | The University of Tampa

- Fall 2024 Semester, Spring 2024 Semester, Fall 2023 Semester

Social Media Certification | HubSpot Academy

Fundamentals of Journalism Certification | NBCU Academy

Outstanding Achievement Award (Art) | United States Congress

### Skills

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Webflow, WordPress, Figma, Microsoft Office, Claritas, Brand24, Articulate Storyline, Camtasia, Quantitative Research, Qualitative Research, AI Prompting, Audience Research