

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

- **Designed mandatory compliance curriculum** using SAM for 300+ employees across 8 roles, achieving a learner-reported 95.2% operational storm-readiness rating to safeguard FEMA disaster reimbursements through accurate emergency operations and mutual aid resource tracking.
- **Built 16 asynchronous, role-tailored e-learning modules** (Articulate Storyline, Cornerstone LMS) to unify fundamental knowledge across several teams before in-person drills, achieving a 100% learner-reported ease-of-navigation rating.
- **Designed and facilitated 12 in-person simulation workshops** replicating emergency events, customizing each session to the operational objectives of specific response units.
- **Conducted needs** analyses to create assessments, seven role-specific 80-page manuals, job aids, and performance-based knowledge checks aligned to Constructivist learning theory.
- **Validated instructional success through formative and summative assessments**, verifying an 8x increase in system mastery and 100% content correctness.
- **Utilized a thorough project analysis** to validate design decisions, such as theoretical framing.

HotesDesign | Remote

Founder & 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

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 – Dec 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. Promoted to intern.

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, Docebo, Google Classroom, SharePoint, Documentum, Figma, Miro, Adobe Illustrator, Adobe, InDesign, Adobe Photoshop, Camtasia, Snagit, CapCut, Vyond, Synthesia, ElevenLabs, Prompt Engineering, Claude, Replit, Webflow, WordPress, Wix, Qualtrics, Microsoft, Forms, Claritas