

Josephine Bryn Hotes

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Education

The University of Tampa

Master of Science | Instructional Design and Technology | GPA: 4.0 | 2025 – Fall 2026

The University of Tampa

Bachelor of Arts | Advertising and Public Relations | Design Concentration | GPA: 3.85 | 2021 – 2025

Experience

Orlando Utilities Commission (OUC)

Instructional and Learning Experience Design Intern | May 2025 – Present

- Uses Articulate and Cornerstone to manage the design, development, testing, and delivery of the annually mandatory course, *SMART E-Learning: A Smarter Way to Weather the Storm*, ensuring all OUC employees are proficient in one of 16 Storm Role positions that physically and digitally manage Orlando's hurricane response
- Increases organization-wide (Staff and Mutual Aid Resource Tracking) SMART literacy and accurate use, directly impacting FEMA reimbursement following all events
- Implements instructional and learning theories, including Gagne's Nine Events of Instruction and behaviorism, to create engaging asynchronous online courses that guide the learner through the learning process
- Conducts formative evaluations through quantitative surveys and qualitative user interviews
- Conducts in-person trainings about SMART and hurricane activation processes, both physical and digital
- Aids in the creation of SMART job aids and other learning resources tailored for all OUC "Storm Roles"

HotesDesign | Freelance Graphic Designer

Founder | June 2023 – Present

- Directs the full design lifecycle for national clients, managing the process from initial research and conceptualization through to the final delivery of brand strategies and product design
- Ensures project success by aligning all creative deliverables directly with specific client business goals and target audience needs

Live Well University of Tampa

Director of Design | May 2024 – May 2025

- Managed the development of Balance UT's visual brand and advertising
- Educated, managed, and collaborated with Balance UT, a University of Tampa Live Well organization, design, and marketing teams
- Directed the graphic design and visual advertising for wellness events using Adobe Creative Suite while meeting project timelines and budgets

Design Executive | Dec 2023 – May 2024

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

Hang Ten Creative Agency

Brand Strategy and Design Intern | Dec 2023 – May 2024

- Created marketing materials for agency clients, boosting national brand recognition, equity, and social media engagement
- Developed brand strategy for The Memory Collective through a thorough design process and communication
- 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 10% retention rate improvement
- Collaborated with stakeholders successfully by implementing a structured process, research-driven decisions

Awards, Certificates, and Honors

Certificate of Completion | Orlando Utilities Commission Emerging Talent Internship Program

Cum Laude Honors

Dean's List Honors | The University of Tampa

- Spring 2025 Semester, Fall 2024 Semester, Spring 2024 Semester, Fall 2023 Semester

Social Media Certification | HubSpot Academy

Fundamentals of Journalism Certification | NBCU Academy

Outstanding Achievement Award (Modern Art) | United States Congress

Skills

Articulate, Google Classroom, Cornerstone, Camtasia, Snagit, Capcut, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Vyond, Qualtrics, Documentum, SharePoint, Microsoft Teams, Webflow, WordPress, Microsoft 365, Claritas, Brand24, video editing, quantitative and qualitative Research, AI prompting, organization-wide collaboration, and project management