

Josephine Bryn Hotes

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Education

The University of Tampa

Master of Science, Instructional Design and Technology, GPA: 3.9, Graduating Fall 2026 (Hybrid)

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

Experience

Orlando Utilities Commission (OUC) | Hybrid

Instructional Design Intern | May 2025 – Present

- **Designs, deploys, and manages an internal, mandatory hybrid curriculum using the Successive Approximation Model (SAM) for 300+ OUC employees across 8 Incident Command (IC) Units**, driving the project from initial storyboarding to a learner-reported 95.2% increase in user confidence in navigating emergency processes, accomplishing response roles, and recording accurate data.
- **Authors 16 asynchronous, role-tailored e-learning courses** (Articulate 360, Cornerstone LMS) to develop the target learners' foundational understanding of objective-centered concepts before in-person simulation exercises. 95.5% of learners reported easily navigating the learning experience without help.
- **Designs and facilitates 12 in-person simulation workshops** replicating emergency events, customizing each session to the operational objectives of specific IC response units.
- **Conducts upfront needs analyses to define project scope, problems, and stakeholder solutions**; designs 100% of custom videos, infographics, job aids, seven 80-page training guides, and other media to meet insight-driven learning objectives.
- **Validates instructional success through formative and summative assessments**, demonstrating an 8x increase in effective use of the Mutual Aid resource-tracking application and emergency event management.

HotesDesign | Remote

Founder & Freelance Graphic Designer | June 2023 – Present

- **Directs the full design and research consultation lifecycle for national clients**, including but not limited to The Composed Canine, CAMSS Shelters (MEDI-CAMSS & PORTA-CAMSS), and Curious Cat Podcast.

The University of Tampa (MASEM Graduate Program) | In-Person

Research Consultant | Aug 2024 – Jan 2025

- **Conducted an in-depth mixed-methods research consultation for the Master of Arts in Social and Emerging Media (MASEM) program** to analyze social media engagement and optimize the program's digital presence among target demographics. Worked closely with faculty and directors to align research objectives.
- **Developed a comprehensive research framework** including a Qualtrics survey administered to a diverse University sample. Managed data analysis using Crosstabs iQ to cross-reference trends, content preferences, and engagement triggers.
- **Conducted qualitative eye-tracking sessions with faculty and students in higher education**. Analyzed visual heatmaps, dwell times, and fixation counts to determine the effectiveness of multimedia elements, text overlays, and graphic placements.
- **Authored a final consultation report** detailing actionable, data-driven recommendations for program profiles, strategic storytelling, and the deployment of interactive multimedia to assist program administration in long-term strategic planning.

Hang Ten Creative Agency | Remote

Brand Strategy Subcontractor & Intern | Sep 2023 – May 2024

- 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.
- Developed client brand strategies, advertising creative directions, and event campaigns.

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)
- **Academic & Civic Honors** | Outstanding Achievement Award (United States Congress), Cum Laude (UTampa)

Skills

Instructional Design & LMS: Articulate 360, Cornerstone LMS, Canvas LMS, Google Classroom, Instructional Theory (SAM, ADDIE, etc.), Learning Theory (Constructivism, Behaviorism, etc.), Andragogy, Pedagogy, UDL, needs assessment, Task Analysis, Storyboarding, Design Document Creation

Data & Evaluation: Documentum (D2), Qualtrics, Microsoft Forms, Claritas, Formative & Summative Evaluation, Crosstabs iQ, Eye-Tracking Software

Visual & Multimedia Design: Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, Stock, Firefly, Acrobat), Camtasia, Snagit, CapCut, Vyond, Webflow, WordPress, Wix, Information Architecture, Book Design and Printing

Emerging Tech & Systems: AI prompt engineering (Claude, Replit, Gemini, Copilot, Synthesia, ElevenLabs), Ethical Gen-AI Integration, SharePoint