

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 | Creative Concentration | GPA: 3.8 | 2021 – 2025

Experience

Orlando Utilities Commission (OUC)

Instructional Design Intern | May 2025 – December 2025

- Manages the design, development, and delivery of the mandatory online course, *SMART E-Learning: A Smarter Way to Weather the Storm*, ensuring all OUC employees are proficient in hurricane activation and related data organizing software processes
- Aids in the increase of data entry and process accuracy during hurricanes, impacting FEMA reimbursement following events
- Conducts formative evaluations through quantitative surveys, qualitative audience interviews, and user testing
- Implements instructional and learning theories to create engaging and effective asynchronous online courses utilizing Articulate
- Conducts in-person trainings concerning SMART and event activation processes
- Aids in the creation of job aids surrounding SMART processes tailored for all OUC “Storm Roles”

Live Well University of Tampa

Director of Design | May 2024 – May 2025

- Educated, managed, and collaborated with Balance UT design and marketing teams
- Managed the development of social media campaigns
- Directed advertising for wellness events (e.g., goat yoga, meditations) utilizing the Adobe Creative Suite, while managing the 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
- 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

HotesDesign | Freelance Graphic Designer

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

Cum Laude Honors (3.8 Undergraduate GPA)

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, Camtasia, Snagit, Capcut, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere, Adobe XD, Qualtrics, Documentum, Webflow, WordPress, Figma, Microsoft Office, Claritas, Brand24, Quantitative Research, Qualitative Research, AI Prompting, Audience Research, User Testing, and Video Editing