

# JARED HOFFMAN

JEH366@CORNELL.EDU • (949) 357 4633

207 LINDEN AVE, ITHACA, NY 14850

---

## EDUCATION

Cornell University, Ithaca, NY

Expected Graduation May 2015

- Major: Information Science – Information and Social Systems
- Selected coursework: Artificial Intelligence, Design for Social Impact, Obj. Oriented Programming
- Cumulative GPA: 3.46

Sage Hill School, Newport Coast, CA

Graduated May 2011

- Student Body President 2010-2011
- Four years varsity golf, two years captain
- GPA: 4.35 / 3.96 (unweighted)

---

## WORK EXPERIENCE

ConTENTment Camping

June–August 2014

*Road Warrior*

- Set up VIP tents at massive music and arts festivals with contracts ranging from \$50,000 to \$300,000
- Traveled with crew and inventory from Tennessee to Michigan to British Columbia to South Dakota
- Managed and trained up to 15 temp laborers per event

Cornell University

January–May 2013

*Teaching Assistant, CS 2300: Intermediate Web Design*

- Lectured and conducted a recitation weekly for 24 students
- Contributed to development of lesson plans and class Wiki
- Held weekly office hours to assist students with projects covering PHP, SQL, Javascript, etc.

Freelance Web Design and Branding

2012–present

- Managed ten client projects ranging from \$500 to \$2500 per project
- Interacted with clients and developed strategic plan for growing web presence
- Implemented custom aesthetic on Wordpress and Shopify ecommerce frameworks to build full-scale websites, such as Cornell humor site Cornellious
- Iterated through multi-stage logo development for businesses including Ann Arbor, MI eatery and Essay Advisory business in Newport Beach, CA

---

## STARTUP EXPERIENCE

Tooskee

March–September 2014

*Cofounder and UI Designer*

- Collaborated on business plan and refined pitch deck; pitched at invitation-only Thought for Food Conference in Berlin, Germany
- Designed logo, front-end interface of iPhone app, and business cards
- Conducted surveys and interviews with local grocery shoppers to assess unique value proposition
- Researched and collected documentation on the impact of consumer food waste

Microgifts

2010–12

*Cofounder*

- Ideated and oversaw building of iPhone application to leverage crowdsourcing, frictionless transactions, and on-the-spot emotional engagement to spur charitable fundraising during times of need
- Built Flash website and contributed to development of business plan
- Presented to and partnered with local charities such as The Freedom Writers Foundation and Second Harvest Food Bank as well as international causes like Partners in Health and Invisible Children.

---

## DISTINCTIONS, SKILLS, AND INTERESTS

- DISTINCTIONS: Arts and Sciences Dean's List, Accepted to ThinkChicago, Invited to Thought for Food
- SKILLS: Fluent in French, Product Management, Wire-framing and interaction design, Conducting user-tests, HTML, CSS, Javascript, PHP, Java, Python, SQL, Illustrator, Photoshop, Old fashioned Pen + Paper
- INTERESTS: Installation art, especially innovative pro-social public displays, robotics, painting, philosophy