JARED HOFFMAN

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EDUCATION

Cornell University, Ithaca, NY   Graduated May 2015
- Bachelor of Arts, Information Science, concentration in Human-computer interaction
- Courses: Data-driven Web, Artificial Intelligence, Obj. Oriented Programming, Computer Graphics
- Cumulative GPA: 3.45

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 music and arts festivals with contracts ranging from $50,000 to $300,000
- Traveled with crew and inventory through Tennessee, Michigan, British Columbia, and 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 numerous client projects ranging from $500 to $2500 per project
- Built client relationships and devised strategic plan for growing web presence for small businesses
- Designed and implemented custom themes for Wordpress and Shopify
- Created logo and branding for print and digital for businesses such as Eat the Hub, an eatery in Ann Arbor, MI; an Essay Advisory business in Newport Beach, CA; and a startup peanut butter maker in Brooklyn, NY

SELECTED PROJECTS

Data Visualization *d3.js*   May 2015
- Coded and styled static and interactive data visualizations with D3.js (Javascript library) by curating data from sources such as: Instagram, Facebook, Google Trends, US Dept. Agriculture

NightRider *3-day startup Cornell*   Dec 2014
- Led team of five Cornellians during 3DS hackathon; pitched to panel of judges from Twitter, Facebook; designed wireframes, storyboards; the mobile app is a dating-social crossover with ephemeral, local content
- Established proof of concept by conducting surveys on campus; assembled business plan and legal resources

Tooskee *mobile application design*   March 2014–Feb 2015
- Co-founded using lean-startup model with Master's student at Cornell as a junior; refined pitch-deck; pitched at invitation-only Thought for Food Conference in Berlin, Germany; researched consumer food waste
- Designed logo, user interface for prototype iPhone app, business cards and other print materials

Microgifts *startup co-founder*   2010–12
- Co-founded with two high school classmates; brainstormed and oversaw building of iPhone application that leveraged crowdsourcing for fundraising during emergencies; successfully submitted to App Store
- Contracted with local and national charities such as The Freedom Writers Foundation and Partners in Health

DISTINCTIONS, LANGUAGES, and INTERESTS

- DISTINCTIONS: Cornell A&S Dean's List, Accepted to *ThinkChicago* 2013, Invited to *Thought for Food*, two years captain of FIRST Robotics Team 1649
- Fluent in: HTML, CSS, Javascript, d3.js, OpenGL, Adobe Creative Suite, French
- Experience with: Java, Python, PHP, SQL, Paper.js, Spanish
- INTERESTS: Tech-art installations, painting, robotics, the great outdoors, live music, coffee