JARED HOFFMAN

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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: 3.52

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