

📍 Charlotte, NC, USA
📞 704-451-7816
✉ [E-Mail](#)
🌐 [LinkedIn](#)
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S K I L L S

Wireframing | Usability Testing |
Case Study Writing |
Traditional/Digital Illustration |
Mockup Creation | HTML | CSS |
JavaScript | E-Commerce | SEO

A P P L I C A T I O N S & S O F T W A R E S

Adobe XD | Adobe Illustrator |
Adobe Express | Figma | Sketch |
Procreate | Envato Elements |
Vectorizer | Maze | Visual Studio
Code | GitHub | Netlify | Adobe
Portfolio/Behance | WordPress |
Microsoft Office | Google
Workspace | Etsy Shop Manager

Rachel M. Hoffman, MBA

O B J E C T I V E

Entry-level professional seeking either a full-time UX/UI designer and/or researcher role, web designer role, or graphic designer role.

E D U C A T I O N

B.S. Business Administration, B.S. Economics & MBA

The University of Tennessee at Chattanooga

U X / U I R E S E A R C H + D E S I G N P R O T O T Y P E S

[HOURGLASS \(2022\)](#)

Minivan Retail Company Website

Adobe XD

[CHORUS \(2022\)](#)

Surfboard Retail Company Website

Adobe XD

[DAIRYLESS \(2022\)](#)

Restaurant Search App

Adobe XD & Illustrator

[CHEAP TRAVELS \(2022\)](#)

Flight Booking App

Adobe XD

L O G O D E S I G N P R O J E C T S

[WESTERN FLASH \(2022\)](#)

Board Game Company Logo

Adobe Illustrator

[QUICKSAND \(2022\)](#)

Kids Shoe Company Logo

Adobe Illustrator & Procreate

[CAVE CO. \(2022\)](#)

Hockey Equipment Company Logo

Adobe Illustrator & Procreate

[EEK \(2022\)](#)

Coding Education Company Logo

Adobe Illustrator

H T M L + C S S P R O J E C T S

[MODERN-STYLE PERSONAL WEBSITE \(2022\)](#)

Visual Studio Code & GitHub

[RETRO-STYLE PERSONAL WEBSITE \(2022\)](#)

Visual Studio Code & GitHub

R E C E N T E X P E R I E N C E

Graphic Artist/E-Commerce Business Owner

Jan. 2020 - Present

Self-Employed Independent Seller on Etsy (Part-time) | Remote

- Digitally draw and color raster portraits of animals in the iPad app Procreate, both in a youthful cartoon style, and in a realistic style based on personally photographed references.
- Electronically file for copyright ownership on works.
- Convert completed raster works from Procreate into cleaned-up, vectorized works in Adobe Illustrator.
- List the works online to sell as instantly downloadable ZIP folders containing single portraits formatted into five file types: SVG, PNG, JPEG, DXF, and EPS, for various crafting uses by customers.
- Conduct occasional Search Engine Optimization keyword and pricing research, via SEO resource "eRank", to ensure product listings have proper titles, tags, descriptions, and prices needed to rank competitively in Etsy search results.
- Maintain general shop upkeep, such as responding to inbox messages and routinely monitoring the product listings' search rankings, view numbers, and sales, to guide decision-making.

Anti-Money Laundering Analyst

Nov. 2019 - Nov. 2021

U.S. Bank (Full-time) | Charlotte, NC & Remote

Apr. 2019 - Nov. 2019

Signature Consultants (Contract for U.S. Bank) | Charlotte, NC

- Evaluated customer transactions, varying in transaction type, such as cash deposits/withdrawals, transfers, and wires, etc., to pinpoint activity that may have been indicative of possible money-laundering.
- Conducted further due diligence, via public data researching, when provided customer information was not enough to gain solid insight on what was normal versus unusual activity for that customer.
- Wrote time-sensitive narratives for the investigations team detailing descriptions of customers' activities and my explanations for why customers should, or shouldn't, be investigated any further.

College of Business Graduate Assistant

Aug. 2016 - May 2018

The University of Tennessee at Chattanooga (Contract) | Chattanooga, TN

- Formatted several years of data gathered on the development of College of Business student grades, recorded semester by semester, into a more presentable state as Excel tables and graphs.
- Assisted professors with library research on various topics to be discussed with their undergraduate students.
- Graded multiple-choice exam submissions via Scantron machine, and manually graded students' written reports, assignments, and short answer exam submissions.