



# Rachel M. Hoffman, MBA

📞 704.451.7816

✉ [E-Mail](#)

📍 Charlotte, NC, USA

🌐 [LinkedIn](#)

🔗 [Research/Design Portfolio](#)

🔗 [GitHub](#)

## SKILLS

---

Wireframing | Usability Testing |

Case Study Writing |

Traditional/Digital Illustration |

Mockup Creation | HTML | CSS |

JavaScript | E-Commerce | SEO

## APPLICATIONS & SOFTWARES

---

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

## OBJECTIVE

---

Entry-level UX/UI Designer seeking either a full-time professional design role, research role, or digital marketing specialist role.

## EDUCATION

---

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

*The University of Tennessee at Chattanooga*

## UX / UI RESEARCH + DESIGN PROJECTS

---

### HOURLASS (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*

## LOGO DESIGN PROJECTS

---

### EEK (2022)

Coding Education  
Company Logo

*Adobe Illustrator*

### CAVE CO. (2022)

Hockey Equipment  
Company Logo

*Adobe Illustrator &  
Procreate*

### QUICKSAND (2022)

Kids Shoe Company  
Logo

*Adobe Illustrator &  
Procreate*

## 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.