

# LIBBY HOFFMAN

— Strategically designing experience for social and global good —

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## EDUCATION

MAY 2017

Michigan State University

### USER EXPERIENCE DESIGN

Courses include: computer science, interactive and informational design, & project management.

## EXPERIENCE

MAY 2016-

MSU Hub for Innovation

### LEARNING EXPERIENCE DESIGNER

Developed and facilitated Design Thinking methods, research, and training at MSU and in Malawi, Africa.



SEPT 2015-

Intercultural Aide Program

### MARKETING & DESIGN INTERN

Developed marketing campaign, interior design for student office, and teaching/training materials.



AUG 2015-

Michigan State University

### INTERCULTURAL AIDE

Planned and facilitated discussions on global/social conflict, led service projects for diverse student groups.



OCT 15- JAN 16

College of Arts & Letters

### USER EXPERIENCE DESIGNER

Wireframed parent website, user tested and designed graphics for language learning application.



DEC 13- SEP 16

Design for America

### CO-FOUNDER/STUDIO LEAD

Gained MSU acceptance into a competitive national network of interdisciplinary student social designers.

Developed studio/events structure. Planned and facilitated workshops for over 20 majors and 5 schools.



SUMMER 2015

Silverbay YMCA Adirondack, NY

### FITNESS TEAM LEADER

Scheduled and managed 2 floor gym, 10 workers, events for all ages. Taught 10 fitness classes per week.



SEP 14- MAY 15

Design for America

### PROJECT LEAD

Used the human centered design process to design for those with cerebral palsy and local refugees.



## EXPERTISE



### UX DESIGN

- wireframing/usability
- LX/UX research
- Illustrator/Photoshop

### BUSINESS STRATEGY

- marketing/advertising
- entrepreneurship
- management/consulting

### LEADERSHIP

- rhetoric/communication
- design thinking
- teaching/training

## ENGAGEMENT

### NATIONAL & ABROAD

- STARTING BLOC FELLOW  
Washington DC, Oct 16
- US AID FOOD SYSTEMS RESEARCHER  
Malawi, Aug 16
- MENTAL HEALTH INTERN  
Haiti, May 16
- ENGLISH TEACHER  
Haiti, May-Jun 13, 14