

LIBBY HOFFMAN

— Strategically designing experiences for social and global good —

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EDUCATION

MAY 2017

Michigan State University

EXPERIENCE ARCHITECTURE

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

EXPERIENCE

MAY 2016-

MSU Hub for Innovation

LEARNING EXPERIENCE DESIGNER

Piloted, directed, assessed and scaled Student Innovation Team. Led 20 workshops in 10 weeks in Design Thinking, Systems Thinking, and Lean SixSigma for clients in STEM, agriculture and design.

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Co-created a year long higher education program for a university in Malawi, Africa with the Global Center for Food Systems Innovation. Designed cross-cultural graphic resources for an audience of over 50 students, faculty, and governmental workers.

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Researched and designed Design Playbook to scale and assess design thinking methods for a staff of 50 and client base across 21 colleges at MSU.

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SEPT 2015-

Intercultural Aide Program

INTERCULTURAL AIDE

Planned and facilitated 20+ learning experiences/dialogues on global/social conflict on campus of 50,000 students. Led service projects and mentored up to 80 students.

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OCT 15- JAN 17

Michigan State University

FREELANCE DESIGN CONSULTANT

Designed workshops, branding strategies, wireframes, posters, learning resources, TShirts and content strategy for over 7 student organizations and non profits.

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DEC 13- SEP 16

Design for America

CO-FOUNDER & STUDIO LEAD

Co-founded and spent 3 years developing an interdisciplinary, problem-solving student organization by consulting with local community businesses and non profits, professors in 5 departments and student leaders across the country on a weekly basis.

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Organized and facilitated events for over 20 different majors, and 65+ students from 6 Universities teaching the human centered design process.

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Managed 3 projects over the course of 3 semesters, using personas, affinity diagramming, rapid prototyping, usability testing and community partnerships to address food security, refugee services, and cerebral palsy

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EXPERTISE



EXPERIENCE DESIGN

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

ENTREPRENEURSHIP

- branding and design
- business strategy
- rapid prototyping

PROJECT MANAGEMENT

- content strategy
- lean/agile methods
- impact assessment

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