



River Hoffman

Front-End Developer
&
Graphic Designer

Languages

English
Mandarin Chinese

HTML
CSS
SASS
Bootstrap
JavaScript
jQuery
Angular JS
AJAX
PHP
XML
Python
Java

Programs

Adobe Bridge
Adobe InDesign
Adobe Illustrator
Adobe Lightroom
Adobe Photoshop
Tableau Software
XMPie

Contact

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Summary

Driven Front-End Developer and Graphic Designer with 4 years of experience working in browser-based front-end languages and frameworks, responsive design, and version control. Skilled in communication, data analysis/management, and UI & UX. Seeking an entry-level position as a Front-End Developer; available to start working after June 2019.

Education

Rochester Institute of Technology, Rochester, NY

Bachelor of Science in Applied Arts and Science, May 2019

Concentrations: Media Arts and Technology & Communications Minor: Chinese

Courses: Business Communication, Digital Asset Management, Information Architecture Publishing, Intermediate Conversational Chinese, Public Relations, Strategies in Multimedia, and Webpage Production 1 & 2

Work Experience

Jan. 2019 - Present	Software Engineer SerVu Solutions, Rochester, NY Given the task of developing a social media platform that services and matches individual personalities with specific organizational cultures to reduce turnover rates in the service industry.
Oct. 2015 - Present	Student Supervisor - Electrician Helper Rochester Institute of Technology, Rochester, NY Change light bulbs, retro fit old florescent fixtures to LED fixtures, change bad ballasts and light switches, and run MC cables.

Projects

Multilingual Website	Created a mock website through Drupal 8 for one of RIT's news publications with the function to translate entire articles from English to Simplified Chinese, which would then be available to the reader.
Marketing Campaign	Created a mock variable data marketing campaign to inform residents of the Brooklyn, NY area of the homeless population within their community and persuade them to volunteer to improve the lives of the homeless population in their community. Using datasets from the New York City Department of Homeless Services (DHS) personalized brochures, letters, postcards, and posters were created.
Magazine	Created two 8-paged magazines (digital and printed copies). Given free reign using Adobe Bridge, Illustrator, Indesign, and Photoshop, to create a magazine. The final product was a magazine that focused on ways to combat and control ones' clinical depression.
NYT Portal	Implemented the New York Times' Application Programming Interface (API) into a webpage. Implementing the newspaper's personal API, a search engine for articles about musicians, published by the NYT was created.