

# MICHAELA HOFFMAN

## GRAPHIC DESIGNER & PHOTOGRAPHER

### // CONTACT ME

michaela.d.horton@gmail.com  
812.584.1330

 michaelahoffman.com

 happyapple.us

 pearandhoneyphoto.com

 @md\_hoffman

 @michaeladhoffman

 michaeladhoffman

### // EDUCATION

**B.S. Journalism**  
Concentration in Graphics  
Ball State University  
Expected Graduation May 2017

**B.S. Psychology**  
Minors in Interpersonal  
Relations & Criminal Justice  
Ball State University  
2006 - 2010  
Honors: Cum Laude, Dean's List,  
Member of Psi Chi

### // ORGANIZATIONS

Women in Business Unlimited  
Muncie Young Professionals

### // CERTIFICATION

Graphic Design & Illustration  
using Adobe Illustrator



CERTIFIED  
ASSOCIATE

### // PROFESSIONAL EXPERIENCE

**Design Specialist | The Digital Corps at Ball State University**

*May 2015–Present*

Responsible for the design and development of web and print design. Presented designs to clients, worked closely with developers and other designers to complete project goals. Mentored design apprentices and hosted internal workshops on photography. Technologies used: Illustrator, HTML/CSS, WordPress Development and Git.

**Photographer | Wedding Photography**

*May 2014–Present*

Worked as the main photographer as well as second photographer at various weddings. Work side by side with clients to photograph the events of the wedding day. Organize and edit all images in Lightroom/Photoshop.

**Graphic Designer | Freelance**

*October 2012–Present*

Designed and developed projects for print, web and mobile applications for various clients. Ranging from wedding invitations to business branding websites. Technologies used: Illustrator, Photoshop, HTML/CSS and Git.

**Design Apprentice | The Digital Corps at Ball State University**

*January 2015–April 2015*

Completed industry standard certification in Adobe Illustrator. Worked on a team to design client websites, with additional emphasis on content strategy and social media marketing.

**Office Assistant | Cool Cayenne in Muncie, Indiana**

*February 2011–October 2012*

Organized print orders, ordered product, invoiced clients, and created quotes for orders. Oversaw the completion of all embroidery orders.

**Manager | Ball State Bookstore in Muncie, Indiana**

*August 2009–May 2011*

Created promotional pieces for the bookstores programs. Management duties included: opening, closing, balancing daily receipts and supervision of employees.