ETTI HOFFMAN

GRAPHIC & WEB DESIGNER

CONTACT

410-375-1903

ettigraphicdesign@gmail.com

Baltimore, MD 21215

PROFILE

Graphic designer specializing in branding, marketing, and visual communication. Experienced in creating cohesive brand identities, digital campaigns, presentation design, and print collateral using Adobe Creative Suite and other design programs.

EDUCATION

BA in Judaic Studies

Minor in Graphic Design

Women's Insitute of Torah Seminary and College
Baltimore MD, 21215

Graduated August 2026

TECHNICAL SKILLS

Adobe Creative Suite

Photoshop

Illustrator

Indesign

After Effects

Other

Generative AI

Figma

Elementor

Wordpress

Canva

Microsoft Office

PORTFOLIO

ettidesigns.com

WORK EXPERIENCE

Marketing & Graphic Design Intern | System Automation

May 2026 – Present

- Led the visual branding for Evoke Empower '26, creating a visual identity used across digital, print, presentations, and event materials.
- Designed LinkedIn campaigns, webinar graphics, conference collateral, recruiting materials, and branded marketing assets.
- Collaborated with marketing team and leadership to refine concepts and deliver production-ready creative solutions.

Brand Identity Designer | WITS Non-Profit Branding

Summer 2026

- Developed a cohesive brand identity, including logo systems, typography, color palette, and brand guidelines.
- Designed print, digital, and social media collateral while collaborating directly with clients throughout the branding process.

Academic Workbook Cover Series Internship

January - May 2026

- Designed a series of academic workbook covers and prepared production-ready files for print
- Involved collaborating with college staff to ensure the covers aligned with the institution's branding.

UI UX Designer | Edible Arts Website

September 2025 - January 2026

- Built interactive, high-fidelity, responsive mockups in Figma and prepared organized design assets for development.

Adobe Creative Suites Tutor

September 2025 - January 2026

- Provided one-on-one technical coaching for students enrolled in the Foundations of Adobe Creative Suite college class.