giuli hoffmann

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EXPERIENCE

Go Fish Digital | Raleigh, NC | March 2024 - Present
Web Design & Development Intern
- Collaborate with cross-functional teams to build, edit, and manage websites, transforming requests from 25+ clients into brand-aligned web updates, landing pages, design assets, and social media ads.
- Conduct regular UX audits to ensure accessibility, visual consistency, cross-browser functionality, and responsiveness, contributing to the successful, on-time launch of 13 client websites.
- Develop detailed training guides specific to each client's WordPress site, empowering them to manage and update their content independently.

UNC Media Hub | Chapel Hill, NC | January - May 2024
Webmaster
- Managed 100+ story uploads from 35 students and created publishing guidelines that improved SEO and story discoverability, increased upload speed by 500%, and ensured sitewide visual consistency.
- Redesigned the navbar, footer, sidebars, search feature, and key pages to prioritize media type and topic, boosting site usability and leading to 15+ local and state media outlets republishing our work.

The Daily Tar Heel | Chapel Hill, NC | October 2022 - May 2024
Graphic Designer
- Designed 1–2 print layouts weekly for a 10,000-copy print publication, applying strong layout and typography skills to capture attention and guided readers seamlessly across the page.
- Created 15+ print and web graphics with 1–3-day turnarounds, collaborating with writers to translate article intent into compelling visuals and articulating design choices during feedback sessions.

Blue Sky Innovations | Chapel Hill, NC | January - December 2023
Web Design & Development Fellow
- Audited site content and UX to identify clarity and navigation issues, then proposed and led a full website redesign to align content and visuals with updated business goals and brand standards.
- Iterated wireframes for 3 core webpages and developed a high-fidelity interactive mockup representing all 12 unique page types included in the final site redesign.
- Translated creative strategy into a complete brand identity for a VR game concept called ZooScape—including 3 logos, color palette, and typography—under a 2-week deadline.

EDUCATION

North Carolina State University
- MA: Media Arts, Design, & Technology
- 4.0 GPA
- Completed 1 year, now on leave of absence

University of North Carolina at Chapel Hill
- BA: Media & Journalism
- Dean's List 8 semesters

SKILLS

- Adobe Illustrator, Photoshop, InDesign, Lightroom, XD, & Acrobat
- Figma & Canva
- WordPress, Shopify, & Squarespace
- HTML/CSS
- Layout, typography, & visual hierarchy
- ADA website compliance (WCAG 2.1)