

## SUMMARY

I am an award-winning designer of programs and courses for academic and professional audiences. I lead stakeholders in defining outcomes that are relevant and actionable, which then inform instructional strategies that guide the creation dynamic student-centered learning environments. I have proven success in implementing a wide range of educational technologies to support learning in online, in-class and blended environments. I am an effective manager of cross-functional design teams that deliver on high-visibility initiatives in aggressive time frames.

## EXPERIENCE

**University of California, Office of the President (Oakland, CA) • 2013—present**

*Assistant Director, Instructional Design*

I oversee all aspects of instructional design for the Innovative Learning Technology Initiative (ILTI) as product manager, curriculum designer and multimedia producer. I consult with academic deans, department chairs and faculty at all 10 UC campuses on the design, development and implementation of student-centered, outcomes-based instruction in online and hybrid learning environments.

- Uncover and define curriculum needs through market research and end-user interviews, with a particular focus on high-enrollment courses and multi-campus collaborations. Document opportunities in MRDs and PRDs.
- Research the education technology market for products and services and evaluate same for effectiveness in online education, with a particular focus on needs related to student privacy, ADA compliance, and student-centered and universal design principles; manage relationships with third-party vendors.
- Executive produce a 20-chapter digital textbook anthology, available as an open educational resource, through the California Digital Library.
- In collaboration with campus centers for teaching excellence, plan and deliver in-person and virtual workshops on effective applications of educational technology and student-centered instructional methodologies.
- Directly manage a team of four instructional designers who partner with faculty to develop online and hybrid for-credit courses; responsible for hiring decisions and on-boarding, assignments and utilization tracking, and providing timely and actionable feedback against defined performance metrics.
- Implement and manage production methodologies, including tools and templates; manage quality assurance review processes to ensure that courses and course artifacts meet quality standards, including WCAG 2.0 accessibility standards.
- Collaborate with peers on all ten UC campuses to build community around instructional design practices; selected by peers to serve in a leadership capacity for our instructional design and faculty support community of practice.
- Selected for, and successfully completed, the 2014 UCOP Leadership Development Program, a year-long program designed to accelerate the development of individual leadership abilities as well as to create a diverse pipeline of future UCOP leaders.

**Intrepid Learning Solutions (Seattle, WA; based remotely in CA) • 2007—2008 and 2012—2013**

*Senior Learning Consultant*

I provided curriculum development and instructional design services, primarily for the Autodesk account. This included documenting solutions through RFP responses, preparing statements of work, and drafting technical specifications. Project assignments required cultivating and building relationships with senior leadership and stakeholders. Notable work included management of a team of eight instructional designers in the design and development of a three-day live workshop totaling 32 hours of collateral for the Autodesk World Wide Channel Readiness (WWCR) annual summit; I also designed the solution approach for and led a cross-disciplinary production team for the online component of the Autodesk WWCR new-hire program.

**ClearPoint Interactive Health Education (Hoboken, NJ; based remotely in CA) • 2009—2012***Solution Architect*

I designed sophisticated learning programs by incorporating a variety of delivery mechanisms (live classroom, digital asynchronous, just-in-time mobile) to meet client business goals and ensure instructionally engaging experiences. In doing so I conducted ethnographic research to identify and uncover client needs and challenges; provided strategic insight and thought leadership for multi-disciplinary design team of technologists, visual designers, medical content specialists during crucial front end of engagements; and created site design and architecture frameworks, low-fidelity wireframes that gave structure to initial concepts. I also collaborated with new-product development team to research, design and develop collaborative, practice-based learning models that exploit emerging software and hardware.

**Design Media (San Francisco, CA) • 2007—2009***Director of Learning Solutions*

As a member of the leadership team I helped shape company direction by defining production methodologies, leading research and development initiatives, uncovering market opportunities, and defining the company's instructional philosophy. I partnered with sales to represent Design Media capabilities to potential and existing clients, and developed strong client relationships to cultivate new opportunities and effectively remedy issues that arise. I managed a team of instructional designers, script writers, editors and, working in a cross-functional capacity, designed and developed a catalog of product offerings (rapid-development e-learning tools, podcasts; scenario-based decision trees, interactive document exploration). Notable clients included Genentech, Hewlett Packard, Kaiser Permanente, Salesforce.

**VitesseLearning (San Francisco, CA) • 2004—2007***Associate Director of Instructional Design (2005-2007)*

I led all instructional designer (ID) services for the Johnson & Johnson account. During my tenure I oversaw the ID for six product and product-launch training programs (combined budget of \$3.5 million in 2007). I developed and maintained strong client relationships to cultivate new opportunities and effectively remedy issues that arose. I managed up to six senior instructional designers and twelve instructional designers at a time.

*Senior Instructional Designer (2004-2005)*

I led instructional design for \$1.1 million multilingual (English and Mandarin) new-hire orientation for Corning Incorporated, a program for engineers based in Taiwan. I worked with stakeholders to define outcomes and create a curriculum map; I built a production process built on the ADDIE model, created tools and templates to ensure consistency and quality, and managed team of ten instructional designers and writers. The project required multiple trips to client facilities in the U.S. and Asia to conduct interviews with subject-matter experts and end users as well as to deliver presentations to senior stakeholders.

**DigitalThink (San Francisco, CA) • 2003—2004***Learning Strategist*

I conducted needs analyses with clients and interviewed subject-matter experts to collect source content. I aligned client needs with productized solutions and instructional methodologies. I designed, wrote, edited and tested produced content.

**University of California, Berkeley, Resource Center for Online Instruction (Berkeley, CA) • 2002—2006***Curriculum Developer, Instructor*

I developed curriculum, wrote lectures, and designed activities for two-course introductory Spanish program. I taught Beginning Spanish 1 in an asynchronous online environment.

**GlobalEnglish Corporation (San Francisco, CA) • 2000—2001***Multimedia Producer*

I managed multiple cross-functional project teams from concept phase through launch to create new products for online English language instruction. I wrote requirements documents, design specifications and project plans; allocated and leveled resources; facilitated design review meetings. I managed expectations of product launches; communicated project status to account managers, sales and marketing teams. I produced synchronous and asynchronous learning tools with engineering, content and business development teams.

## High School Teacher • 1992-1999 and 2001-2003

### *Department Chair*

I directed the curriculum for second-language instruction and wrote a curriculum manual that defined education standards for department of eight teachers in four languages. I created and implemented training program to incorporate technology in the classroom. I collaborated with other chairs and academic leadership to shape scope of school.

### *Instructor*

I created curricula for and taught Spanish to native speakers and students of Spanish as a foreign language. Courses taught include advanced placement (AP) literature, history and culture, and beginner through AP language.

## EDUCATION + AWARDS

- University of California, Office of the President, Leadership Development Program (2014 graduate)
- Hermes Creative Award, Gold Medal (2012)
- Brandon Hall Award, Best Use of Learning 2.0 (2010)
- Brandon Hall Award, Excellence in Learning (2006)
- Master's Degree, Spanish Literature; Middlebury College, Middlebury, VT (1996)
- National Endowment for the Humanities Fellowship, Spain Today and Toward 2000 (1994)
- Bachelor of Arts Degree, History; Villanova University, Villanova, PA (1992)
- Bachelor of Arts Degree, Spanish; Villanova University, Villanova, PA (1992)

## SKILLS + TOOLS

- Fluent in Spanish
- Website Development: HTML, CSS, Javascript
- Adobe CS: Photoshop, Animate, Dreamweaver, InDesign, Acrobat
- Microsoft: Office suite (Word, Excel, PowerPoint, Outlook, Publisher); Visio; Project
- E-learning tools: Canvas, Captivate, Articulate, SnagIt, Presenter, Brainshark
- Mac-specific: OmniGraffle, iWork (Pages, Numbers, Keynote)
- Conversant in cloud-based ed-tech trends and platforms, including OER Commons, WCAG 2.0 guidelines and Learning Tools Interoperability (LTI) standards