

Anne Campbell

Content Developer / Instructional Designer

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Summary

Anne is an instructional designer on the lookout for new and challenging opportunities. With experience in contextual inquiry, usability, product testing, and end-to-end product development, she strives to find innovative solutions to the challenge of creating engaging instructional materials.

Skills

Adobe Suite, Microsoft Office, Camtasia, Maya
Languages: Mandarin Chinese
User-centered curriculum development, product testing, video/image editing, and all things content related (specs, mapping, design, development, and management)

Professional Experience

Instructional Designer, Lionbridge Technologies, Inc. [2013 – Present]

The project: Design interactive training modules with creative user interface for Motorola's smartphone sales force.

- Conducted design workshops to create course UX map and design specs per customer requirements for production team.
- Drafted storyboards to meet localization and accessibility needs.
- Managed communications between clients and production team.
- Monitored product build, drafted feedback, and conducted end-user reviews.

Instructional Designer, McGraw-Hill Education, CDI Bothell [2012–2013]

The project: Construct 8 educational Interactive Whiteboard games & 34 Background Builder course modules for use in bilingual (English/Chinese) classrooms.

- Set standards and developed effective e-learning content using ESL pedagogy.
- Interactive Whiteboard Games:
 - Worked with game developers to construct wireframes and design specs.
 - Developed all of the educational content and trained others for data entry.
- Managed content development and image licensing for Background Builders.
- Organized and directed beta product testing with end-users.
- Implemented user feedback and developed teacher-training modules.
- Developed and performed end-to-end testing for final product

Transition [2009–2012]

Returned to the U.S. for family reasons and spent time re-focusing career.

Instructional Designer, Kojen English Language Schools [2007–2009]

The project: Designing Kojen Online's first adult ESL e-learning program.

- Met user's demands and developed curriculum using Kojen's ESL pedagogy to construct engaging curriculum materials.

- Set standards for translating hard copy curriculum into the e-learning medium.
 - Developed UX course map, wireframes, and worked with back-end developers to troubleshoot user experience issues.
 - Wrote and designed hard copy teacher-training manual.
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Education

University of Oregon, Eugene OR
School of Architecture and Allied Arts 2004 * Bachelors of Art and Multimedia Design