

Laura Eileen Nedved, PMP, CPTD

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UX Researcher/Designer with a successful history of designing and building effective, engaging, and insightful user experiences.

SKILLS AREAS

Strategic Planning: Team and User Requirements, Connecting Business Need to Solution Design

Discovery: User Interviews, Surveys, Personas

Define: Affinity Diagrams, User Journey Maps, Empathy Maps, Problem Statements

Develop: Wireframing, Prototyping, Task Flows

Deliver: Usability Testing, A/B/ Tests, Style Tiles, Style Guides, Stakeholder Communication, Presentations

Performance Improvement: Design & Systems Thinking, Interactive eLearning Design and Development, Microlearning, Scenario-based Training, Instructional Design Writing, Job Aids, Train-the-Trainer Materials, User-centered Learning,

Product Development and Project Management: Mobile App Design and Development, Cornerstone LMS Learning Administration, Successive Approximation Model (SAM), Agile

TECHNICAL EXPERIENCE:

Figma, FigJam, Microsoft Visual Studio, GitHub, Canva, SnagIt, TechSmith Camtasia, Vyond Go, ChatGPT, Audacity, Adobe Captivate 9, Photoshop, Illustrator, Articulate Storyline 360, Articulate Rise, MS Visio, MS Office (Word, Excel, PowerPoint), SharePoint, WebEx, Teams, HTML, CSS, Bootstrap, Adobe Connect, Cornerstone LMS

Leader/Mentor:

- Served on the Executive Board (VP/President) for a professional corporate association (PACTMN.org).
- Presented at state and national conferences and local business association meetings.
- Guided teams and subject-matter experts through strategy, ideation, prototyping, usability testing, and presentations.
- Managed multiple projects with cross-functional, multi-national teams.
- Mentored executives and team members on training cost/project scope analysis and rapid prototyping process.

Creator:

- Envisioned and managed the design strategy for an online training environment for healthcare learners.
- Designed and conducted numerous usability tests for: websites, eLearning, mobile apps.
- Designed, tested, created learning materials for learners from high-performing to low-literacy/digitally-illiterate.
- Designed and wrote online User Guide, Administrator Guide, User instructions, online help for a website rollout.
- Envisioned, researched, and wrote a feasibility study for an end-to-end integration strategy including interviews, personas, and journey maps.

Strategic Problem Solver:

- Provided input, recommended structure, content, and proto personas for an E.U. Climate Change Toolkit Workshop.
- Created developer guides, quality assurance tracking systems, and developer checklists for process improvement.
- Created process flow diagrams to illustrate and communicate project vision to executives, SMEs, and facilitators.
- Strategized solutions for integrating a new Onboarding Checklist and Diversity approval requirements into our LMS.
- Designed full process flow documentation for updating and roll-out for a series of annual course updates including project management, SME communication, software quality assurance, LMS administration and learning assignment.

TRAINING PROJECTS/CLIENTS SERVED (partial list of training and programs created):

SHiFT-Social Sciences and Humanities for Transformation and Climate resilience: Rapid-prototyping workshop mentoring, presentation flow, prototyping, proto personas, **Q Consulting/UCare:** UCare GuidingCare System, Compliance, Products, Communicate Effectively with IT, Cornerstone LMS Learning Administrator, **UnitedHealthcare:** Data Warehouse, **Life Time Fitness:** Fitness & Nutrition Prof. Cert. (Virtual over Adobe Connect), **Optum/Dignity Health:** New Hire Training, **C. H. Robinson:** Transportation Onboarding, **Ameriprise Financial:** New Hire Orientation, **Capella Custom Solutions:** Medtronic Medical Device Sales, **The Toro Company:** Quality of Cut, Product Registration & Warranty (French), **RockTenn:** ISO 9001 Overview training, **The Blandin Foundation/State of MN (DEED):** MN Intelligent Rural Communities (MIRC) Digital Literacy Training, **State of MN (DEED):** 508-compliant MN Repository of Coursework (MnROC), **St. Paul Comm. Literacy Consortium:** Learner Web, **MN Dept. of Educ./St. Paul Public Schools:** NCRC, NWRC and GED (Adult Basic Ed. eLearning), **Avaya:** Telephony Mfg., **Chrysler:** Systems FMEA, **Eaton:** Lean, **Luxottica/Lenscrafters:** Eyewear Mfg., **U.S. Bank:** Curriculum audit, In-bound Call Center Sales, **Select Comfort:** Call Center, **Ecolab:** Sales, **General Electric:** IFRS and U.S. GAAP (multiple) **Cargill:** Capital Excellence System, Build Project Mgr. Academy, Workers' Comp., Dev. & Leadership, Performance Mgmt., IFRS/U.S. GAAP, **Boston Scientific:** Good Clinical Practice Sim, **Vital Images:** Vitrea® Cardiac Software, **Merck Pharmaceuticals:** Shareholder Value, **Ministry Healthcare:** Annual Safety Review, **Delta Air Lines:** Ethics, ACAA Fed. Regulation

PROFESSIONAL EXPERIENCE:

Learning Architect and Developer, UCare, Minneapolis, MN, 2019 (as a Consultant), then 2020-present (FTE)

Leading the design, development, and roll-out initiative of the training environment and materials for a new customer care software platform envisioned/designed the training environment, prototyping, proto personas, mock members based on personas, rapid prototyping of eLearning, ILT/VILT, and spaced-repetition activities. Redesigned and developed the Compliance Curriculum and product training to be learner-focused and scenario-based designed around user journeys and personas. Troubleshooting LMS issues. Proposing and overseeing significant LMS upgrades to enhance the user experience. Managing UCare's "Development Month" staging and communication for a dozen training events and hundreds of attendees annually.

Learning & Development Consultant/Instructional Design Lead, (non-profit, public and private organizations), 2009—2020 & 2023 - present

Helped design a rapid prototyping workshop and proto personas for the E.U. climate change initiative: SHiFT "Development of Future-oriented tools for knowledge exchange," and mentored the presenters on a rapid prototyping workshop approach.

Envisioned, designed, and developed a mobile app (iOS) to help high school students manage their higher-education choices and applications.

Designed and developed vision documents, prototypes, proto personas, user journey maps, scenario-based eLearning, virtual and instructor-led training across multiple industries: fitness and health (hero stories), data warehousing (rapid prototyping), sales, logistics, product manufacturing and ISO 9001 training for international corporations. Designed and developed interactive digital literacy lessons for the State of MN, Office of Innovation & Strategic Alliances using proto personas, user journeys, and scenario-based eLearning.

Conducted e-Learning and website usability tests.

Collaborated with executives to draft RFPs to fund statewide digital literacy collaborative project. Designed Minnesota's coursework repository system (MnROC) allowing Adult Basic Education teams and WorkForce Centers to share course materials statewide (conducted usability testing including with MN State Services for the Blind). Led stakeholder meetings and collaborated with IT teams to ensure the .net solution was 508 compliant.

Researched and wrote a technology integration feasibility study for the St. Paul Community Literacy Consortium which involved interviews with multiple state agencies and designing a multi-agency parallel journey map. Designed and built scenario-based e-Learning courses for St. Paul Public Schools Adult Basic Education. Created train-the-trainer materials. Presented at industry and professional association conferences.

Laura Eileen Nedved, PMP, CPTD, continued.

Producer/Senior Interactivity Producer, Allen Interactions, Inc., Mendota Heights MN, 1999 - 2008

Led creative teams and project management for online training applications from initiation to close. Built successful client relationships with Fortune 500 corporate contacts. Trained new employees and contractors. Conducted project design brainstorming sessions resulting in rapid prototype development of learning solutions. Wrote and edited training content. Supervised and conducted software QA reviews and usability testing. Defined and improved internal processes. Initiated and presented at industry conferences.

EDUCATION AND CERTIFICATION:

- University of Minnesota/edX UX/UI Boot Camp (2023-2024)
- Torrance Learning xAPI Cohort (a.k.a. Experience API, Tin Can API) (2018)
- ATD: Certified Professional in Learning and Performance (CPLP) – SAE: Managing Learning Programs (2018)
- Certified Scrum Master (CSM) workshop (2008), Leading Lean Six Sigma Projects workshop (2011)
- Earned Value Analysis workshop (2006), Business Case Development workshop (2007)
- PMP Certification (2005)
- Univ. of Colorado at Denver, BA, (1993), Communication. M.A., Communication, Status: All but Dissertation

AWARDS:

- Allen Interactions Star Performer Award, 2001, 2005
- Summit International Creative Award, 2004

CURRENT AFFILIATIONS:

- UXPA MN & UXPA International
- Project Management Institute (PMI) & PMI-MN
- Association for Talent Development (ATD, formerly ASTD)
- MN Professional Assoc. for Computer Trainers (PACT), Guest Speaker/Excellence Share: 2014, 2016, 2018

OTHER COMMUNITY INVOLVEMENT/VOLUNTEER ROLES:

- Executive Committee (VP & President), Professional Association for Computer Training (PACT), 2020-2022
- Panelist: PACT Instructional Design Panel, 2018; Digital Learning Forum, 2018
Presentation Title: *"Is Instructional Design Needed?"*
- Presenter: PACT Excellence Share, 2016
Presentation Title: *"Targeting Millennials. No, Seriously!"*
- MN User Experience Professionals' Assoc. (UXPA-MN – formerly UPA-MN),
Board Member: Program Director, 2012 - 2015
- Presenter: PACT Excellence Share, MnISPI (MN. Int'l Soc. for Process Imp.), 2014
Presentation Title: *"Design Thinking for the Training World,"*
- DisasterReady.org Rapid Response Team, Los Angeles Red Cross Earthquake Training (Spanish Conversion), 2014
- The Sandbox Group: Working Learners' Collaborative, 2011-2012
- Northstar Digital Literacy Task Force, 2010-2012
- Computer Lab Instructor for ESL (English as a Second Language) Students, Minnesota Literacy Center, 2009