

Katie Cox

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I'm an educational design professional with 10 years of experience working with technical SaaS products. I'm passionate about continuously learning about learning, providing engaging and outcome-based education materials to support life-long learners, and developing relationships that allow the learning design process to come to life.

SKILLS

- Instructional design
- Precise writing and editing
- **Content authoring:** Articulate Rise, MadCap Flare (XHTML), Docusaurus (Markdown)
- **Video creation and management:** Camtasia and Wistia
- **LMS Administration:** Thought Industries, TalentLMS, Workramp, Litmos
- **Web development:** CSS and HTML
- GitHub
- Visual Studio Code
- **Project management:** Jira, Confluence, Asana, Notion, Slack

WORK EXPERIENCE

Maximus

Manager, Learning Experience (remote)

August, 2024 – Present

Led a team of learning designers to design and implement customized learning solutions for workforce development.

- Spearheaded the design and implementation of blended learning programs, emphasizing e-learning and experiential learning, to enhance workforce performance across diverse teams.
- Managed a high-impact Learning Experience team, overseeing curriculum design, agile project management, and performance metrics to align with business objectives and enhance learner engagement.
- Conducted in-depth needs analyses and partnered with cross-functional stakeholders to deliver learning solutions that address both technical product adoption and operational priorities in a fast-paced setting.
- Oversaw the administration of the Learning Management System (LMS) and e-learning development tools, ensuring seamless integration and efficient workflows.
- Developed and maintained strong partnerships with internal departments and external clients to drive end-to-end learning solutions.
- Delivered full-cycle learning projects with a focus on agile execution, optimizing resource allocation, timelines, and budget to meet the fast-paced demands of the business.

Ada

Manager, Customer Education (remote)

June 2022 – February 2024

Led a team of four in the development of Ada's Academy and Help Docs, creating outcome-driven, self-serve educational resources tailored to meet the needs of Ada's customers, partners, and employees, ensuring scalability, accessibility, and enhanced learner engagement.

- Defined, implemented, and reported on education key performance indicators:
 - Customers considered trained in Academy were **25% more** likely to renew their subscription and spent **double** the amount of time in product.
 - High course completion rates - **above 80%**.
 - Increased the number of views on Help Docs articles by **40%**.
- Built strong internal partnerships and initiatives that created trust in education services at senior and executive levels within the organization.
- Adapted to a fast-changing product roadmap that heavily impacted the direction of the Education team and led to:
 - Creating an entirely new branch of our Academy to improve the learning experience for affected customers.
 - Releasing a new Help Docs site to improve searchability and findability for Ada's customers, in addition to **saving over \$25,000/ year** on tooling and increasing the efficiency of the team by moving to a docs-as-code paradigm.
- Coached and developed the members of the Education team and supported them in achieving their career goals.

Senior Instructional Designer (remote)

May 2021 – June 2022

- Empowered Ada's customers to achieve success with their goals by developing and designing premier, outcome-driven education courses and programs.
- Turned complex ideas and product information into easily understood concepts and engaging courses and articles.
- Automated LMS administration processes, leading to saving a day's worth of time per week which the team could then spend on content creation.
- Adapted and improved the existing certification program to increase customer engagement and automated the entire certification process.
- Partnered with subject matter experts across the organization in crafting all new content and curriculum.

SAP

Learning Lead (remote)

October 2020 – May 2021

Led a team of learning professionals and worked with a global cross-functional team with the goal of improving product adoption and awareness of SAP Analytics Cloud.

- Built and developed a team of three learning designers focused on highlighting feature releases, improving customer adoption, and creating a community for customers to learn and engage with one another.
- Planned the team's roadmap based on the organization's go-to-market strategy and worked with product experts and team stakeholders.
- Created enablement materials to help SAP Analytics Cloud customers learn and use the product, specifically supporting content creation for product release cycles.
- Organized and ran education workshops for prospects and customers to learn more about SAP Analytics Cloud.
- Supported the development of curriculum (identifying topics, writing scripts, narrating, etc.) for digital workshops and training courses.

Galvanize

Instructional Designer (Vancouver, BC)

February 2017 – October 2020

Translated complex technical product information into engaging, user-friendly training courses, driving customer engagement and empowering users to maximize the potential of Galvanize software solutions.

- Performed strategy and roadmap planning based on feedback from customer-facing teams, product data, and go-to-market strategy.
- Designed and developed customer enablement learning programs on how to use data analysis and governance, risk, and compliance software:
 - Developed online scenario-based content with hands-on activities to support learning by doing.
 - Created audio, text, diagram, and video content.
 - Created in-person materials to be used by Galvanize consultant teams and channel partners.
 - Worked with the localization department to localize content for global teams.
- Built out a certification program for users to prove their skills in using Galvanize software, creating product champions.
- Monitored and evaluated learning programs to prove ROI of the Academy.

Interactive Services

Content Editor (Dublin, Ireland and Vancouver, BC)

May 2013 – February 2017

Refined e-learning and instructor-led training (ILT) programs for Fortune 500 companies, helping create effective learning solutions that drove performance and aligned with corporate objectives.

- Edited and optimized a wide range of educational materials, including online courseware, development scripts, and high-impact training manuals like "Train the Trainer," ensuring clarity, engagement, and alignment with learning objectives.
- Partnered with instructional designers to create learner-centered content that not only informs but also actively engages and motivates diverse audiences.
- Supervised, mentored, and delegated tasks to freelance editors, driving quality improvements and adherence to project deadlines.
- Delivered comprehensive, actionable feedback across all courses, ensuring content accuracy, engagement, and alignment with organizational goals.

EDUCATION

University of British Columbia	
Master of Educational Technology	2018
University of Berkeley Extension	
Certificate of Professional Editing	2013
University of British Columbia	
Bachelor of Human Kinetics	2007

AWARDS AND ACHIEVEMENTS

Speaker at Thought Industries (Customer LMS) user conference	2023
Galvanize GRC Hero award Galvanize	2019

PROFESSIONAL DEVELOPMENT

Toastmasters International	2017 – 2020
Started as a club member and became President of the Toastmasters club.	
Leadership coaching	2023 – 2024
Worked with a leadership coach to enhance leadership skills, improve team management, and refine strategic decision-making abilities.	