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
Worked with a leadership coach to enhance leadership skills, improve team management, and refine strategic decision-making abilities.