

# Aliza Aber

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## LEAD LEARNING DESIGNER & PRODUCT MANAGER

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Educational product lead with a passion for creating user-centered, immersive learning programs and products. Demonstrated track record for leveraging emerging technologies and best practices to develop experiences that are exceptionally engaging and effective. Strong advocate for empowering learners with a mental playground that ignites deep learning and compels users to reach their maximum potential.

Areas of expertise:

- Leadership and Management Training
- AGILE, SAM and ADDIE Development
- LMS Integration & Management
- Metric Tracking & Analysis
- Blended Learning Program Development
- Cross-functional Team Management
- Product Roadmap Ownership
- Client / Stakeholder Relationships

## EXPERIENCE

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**Daybreak Learning**, San Francisco, CA

November 2014 – Present

*Founder / Project Lead*

- Lead design, manage development, and advise rollout of in-person and digital learning programs for internal business and public consumer audiences. Select clients including Socratic Arts, McKinsey & Company, Deloitte, EY and Decker Communications.
- Specialize in training for enhanced leadership, mentorship and personal communication skills through active ‘learn-by-doing’ roleplaying scenarios and games.
- Develop overall learning journey, blended learning programs, classroom role plays, web-based modules and game-focused apps.
- Collaborate with stakeholders and subject matter experts in defining learning objectives and curriculum, designing learning interactions and implementing learning programs.
- Manage creative teams through interactive development, multimedia production and multiple stages of prototyping and product testing.
- Lead client relations through ongoing reviews with senior partners and stakeholders.
- Conduct users interviews, surveys and A/B tests through launch and post-release.
- Consult with client on LMS integration, product costing, roll out strategy and use-tracking analysis.
- Key accomplishments include:
  - McKinsey: Launched premier ‘turn-taking simulated conversation’ technology for web-based learning modules that empowered learners to be exceptional team leaders.
  - McKinsey: Created blended classroom/digital role-playing program currently transforming the training of the firm’s global professional development groups.
  - Decker Digital: Increased Decker’s audience base by 55% and revenue stream by 25% in the first year of product rollouts.
  - Decker Digital: Innovated premier voice recorder and pitch tracker via web (patent pending).

**Allen Interactions Studio I**, San Francisco, CA

January – September 2014

*Senior Producer*

- Project lead for eLearning solutions that were contextual, results-oriented and highly engaging.
- Key contact for clients such as PG&E, Allstate, American Express, LinkedIn and Microsoft.
- Oversaw product team including developers, designers and multimedia production staff to develop Flash and HTML5 courses for PC, iOS and Android.
- Pioneered user testing process for Allen Interactions and trained fellow producers in its inception.

**Education.com**, San Francisco, California

March 2013 – December 2013

*Instructional Designer/Content Developer (consultant)*

- Developed strategy for web-based gaming program that fostered student-led learning and creative expression while teaching Common Core Math and Language Arts skills.
- Designed games for users, ages 3-8, strategically employing limited development resources to support an immersive learning experience.
- Created matrix for topical sessions, weaving together multimedia videos, tales, games and storytelling to support multi-sensory active learning.

**Pearson Foundation**, Mill Valley, California

September 2012 – March 2013

*Product Manager*

- Led development of the new NationalMockElection.org, the nation's largest civic engagement project, in which close to two million students voted in November 2012.
- Devised social media campaigns on Pinterest, Facebook, and Twitter that increased site traffic by 30%.
- Spearheaded research with parents, teachers and students to identify ways to improve usability of WeGiveBooks.org, an interactive reading platform and philanthropic project.

**Volunteermatch.org**, San Francisco, California

December 2008 – May 2012

*Product Manager*

- Conceived, designed and managed development of features and tools for leading volunteerism site.
- Pioneered Agile development in the company, developing model documentation and practices.
- Interviewed and collaborated with clients including Google, Target, TechSoup and Red Cross.
- Created an administrative dashboard, which enabled users to eliminate thousands of outdated invalid opportunities and raised clicks resulting in real connections by 27%.

**LeapFrog**, Emeryville, California

March 2003 – June 2008

*Producer, promoted from Associate Producer*

- Designed and produced industry-leading learning products, including console games, multimedia storybooks, interactive DVD, and electronic toys (up to 700,000 units sold per product).
- Scripted story texts, games, dialogue, and songs for products, prototypes and demos.
- Defined budget, scope, and schedule for entire production cycle.
- Fostered and managed relationships with licensing partners, including Disney and Nickelodeon.
- Directed art, audio, software, editing, and QA teams for projects of up to one year in length.
- Authored creativity-centered curriculum for new LeapFrog/Disney co-branded line.

## EDUCATION AND CREDENTIALS

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**Association for Talent Development (ATD)**

*Instructional Design Certification*

March 2014

**Pragmatic Marketing Program**

*Product Development Certification*

September 2011

**New York University**, Graduate School of Journalism

*Master of Journalism*

December 2001

**Cornell University**, College of Arts and Sciences

*Bachelor of Arts in Human Development (cum laude)*

June 1998