

KATE HANSEN

Senior Learning Designer | Instructional Designer | eLearning Developer

Calgary, AB | [Your Phone] | [Your Email] | [LinkedIn/Portfolio]

PROFESSIONAL SUMMARY

Senior Learning Designer with 8+ years of specialized experience in end-to-end design, development, and evaluation of digital learning products for government, legal education, and professional certification programs. Proven expertise in Brightspace (D2L) LMS development, WCAG 2.2 AA-compliant eLearning design, and multi-phase online program delivery. Skilled in producing design plans, course maps, storyboards, prototypes, and multimedia learning solutions aligned with Universal Design for Learning (UDL), accessibility standards, and adult learning principles. M.Ed. in Open, Digital & Distance Education with a focus on instructional design, adult learning, and program evaluation.

EDUCATION

Master of Education (M.Ed.) in Open, Digital & Distance Education

Athabasca University | 2020

Specialization: Instructional Design, Adult Learning, Program Evaluation

Scale Development & Psychometrics

University of Calgary | 2024

Human Resources Certificate

Bow Valley College | 2011

Topics: Change Management, Adult Education, Organizational Behaviour

Bachelor of Arts (English & French) & Psychology Diploma

Mordovian State University, Russia | 1998–2004

Focus: Linguistics, Pedagogy, Psychology. Qualified as Philologist and Teacher

CORE COMPETENCIES

- **eLearning Design & Development:** Design plans, course maps, storyboards, prototypes, interactive multimedia elements, scenario-based learning, job aids, microlearning, assessment development
- **Learning Management Systems:** D2L Brightspace (Creator+, Intelligent Agents, Rubrics, Release Conditions, Dropboxes), Moodle, LMS course setup and maintenance
- **Authoring & Multimedia Tools:** Articulate Rise & Storyline, Camtasia, Vyond, Adobe Premiere Pro, SCORM & HTML publishing, xAPI
- **Accessibility & Standards:** WCAG 2.2 Level A and AA compliance, Universal Design for Learning (UDL), accessibility-aware design, inclusive instructional strategies
- **Adult Learning & Instructional Strategies:** Case-based learning, gamification, active learning, collaborative learning, spiral learning design, assessment for learning, learner engagement strategies
- **Project Management:** Change management, project planning, stakeholder engagement, SME collaboration, iterative design, quality assurance, beta testing protocols
- **Multimedia Production:** Instructional video production, animations, interactive graphics, EPUB digital handbooks, screen capture tutorials

PROFESSIONAL EXPERIENCE

Learning Experience Designer

Pallium Canada | Ottawa, ON | October 2025 – Present

eLearning Design & Development:

- Lead end-to-end design and development of a gamified, case-based online learning platform for healthcare professionals, integrating motivational mechanics (points, badges, token rewards) with clinical decision-making scenarios
- Design and develop SCORM/xAPI-compatible eLearning modules leveraging case-based pedagogy, scenario design, and Fink's taxonomy to enhance learner empathy and critical thinking
- Prepare for publication a digital handbook in EPUB format for Personal Support Workers, designed with accessibility and evidence-informed learning principles

Instructional Design Process:

- Apply iterative design methodology, including prototype development, pilot testing, learning analytics review, and experience quality refinement
- Design assessments aligned with learning objectives and performance outcomes

Instructional Strategies:

- Narrative-based learning, AI-assisted content generation, learner-centered design, formative and summative assessment strategies

Learning Specialist (Secondment) | LMS Specialist

Canadian Centre for Professional Legal Education (CPLED) | Calgary, AB | July 2023 – December 2025

eLearning Product Design & Development (5+ Projects in Last 2 Years):

Project 1: Lawyer Contractor Online Course (D2L Brightspace)

- Designed and developed a complete self-paced eLearning course in D2L Brightspace from analysis through implementation, training lawyer contractors on role responsibilities, LMS navigation, and program tools
- Deliverables produced: Design plan, course map, storyboard, learning objectives, assessments, multimedia elements, final course published in LMS
- Duration: 8+ hours of learning content
- Instructional strategies: Self-paced online delivery, scenario-based content, job aids, interactive activities
- Accessibility: Designed with WCAG compliance in mind, leveraging D2L accessibility features

Project 2: Fairness and Bias Training Modules (Articulate Rise)

- Collaborated with Subject Matter Experts (SMEs) to design and develop interactive training modules in Articulate Rise
- Created storyboards, learning activities, knowledge checks, and multimedia assets
- Instructional strategies: Interactive self-paced eLearning, scenario-based design, formative assessments

Project 3–8: PREP Program Phase Redesigns (6 Phases, 20+ Hours Each)

- Contributed to the redesign and improvement of six multi-phase online learning programs delivered twice annually in D2L Brightspace, each phase exceeding 20 hours of content

- Worked collaboratively with instructional design team to enhance user experience, interactivity, and learner engagement
- Redesigned the entire first phase of the PREP program in Articulate Rise, improving learner experience with interactive elements, multimedia integration, and clear navigation
- Deliverables reviewed/enhanced: Existing course maps, content restructuring, activity design, multimedia integration, release conditions, assessment rubrics
- Instructional strategies: Hybrid delivery (online self-paced + virtual sessions), interactive e-learning, spiral learning design, collaborative learning activities

Design Plans, Course Maps, Storyboards & Prototypes:

- Created and maintained program blueprints and ripple maps using Miro for content change control and program structure visualization
- Developed and maintained design documentation for all learning interventions, ensuring alignment with program objectives and learner needs
- Produced storyboards for eLearning modules developed in Articulate Rise and D2L

LMS Administration & Course Development (D2L Brightspace):

- Managed day-to-day Brightspace LMS course setup, maintenance, and learner experience design, including:
 - Configuration of Intelligent Agents (automated learner communication)
 - Dropbox setup for assignment submission
 - Release Conditions for adaptive learning pathways
 - Rubrics for transparent assessment criteria
 - Course structure, navigation design, and content organization
- Designed learner experience in D2L Creator+ (interactive HTML-based content builder)

Multimedia & Instructional Materials:

- In collaboration with D2L, created a series of instructional videos embedded in courses; used Camtasia and Adobe Premiere Pro for video editing and maintenance
- Developed training materials, job aids, and learner resources to support online and hybrid delivery

Quality Assurance & Accessibility:

- Revamped the ID verification process during final exams via Integrity Advocate, reducing verification time from 7.5 to 2.5 hours/day
- Ensured compliance with accessibility best practices throughout course design and development

Program Improvement & Evaluation:

- Project Lead for PREP 2025 Improvement project, delivered on-time and on-budget with measurable outcomes: \$150,000+ in cost savings, 1000+ hours of staff manual work saved, and 47.7% of improvement ideas successfully implemented
- Conducted surveys and analyzed stakeholder feedback to suggest actionable instructional and operational improvements
- Participated in psychometric assessment preparation for program evaluation
- Created a SharePoint tracking system accumulating 250+ completed change requests for continuous program improvement
- Conducted research and SWOT analysis to inform strategic decisions
- Participated in RFP process and preliminary work for future Student Information System (SIS) integration

Vendor & Platform Management:

- Researched, evaluated, and implemented MentorCity mentorship platform, reducing manual work from ~600 hours to 50 hours annually for 1000 students
- Implemented Zoom platform for live virtual sessions, reducing manual setup time from 170 to 14 hours annually
- Coordinated Practice Manager program transition to MentorCity, saving over 700 hours of manual work