

# KATE HANSEN, MEd

731 19 Avenue NW, Calgary AB T2M 0Z2

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## PROFESSIONAL SUMMARY

Dynamic and results-driven e-Learning Developer with 8+ years of expertise delivering, designing, developing, and implementing innovative digital, blended, and instructor-led training solutions for adult and professional learners. Expert in crafting engaging, accessible, and outcomes-aligned learning experiences leveraging leading authoring tools (Articulate Rise/Storyline, Camtasia, Vyond, Adobe Premiere Pro) and advanced LMS platforms (D2L Brightspace, Creator+). Adept in multimedia content development, learning analytics for continuous improvement, and collaborating with diverse stakeholders. Passionate about applying design thinking, accessibility, and data-informed iteration to drive learner engagement and organizational results.

## CORE COMPETENCIES & TECHNICAL SKILLS

- **Instructional Design & Learning Technologies:** Articulate Rise & Storyline, H5P, Camtasia, Vyond, Adobe Premiere Pro, D2L Brightspace (Creator+, Intelligent Agents, Rubrics), SCORM & HTML5, MS Bookings, Zoom, MentorCity, AI-based authoring tools (MS Copilot, n8n, Synthesia, Gamma AI, Wispr, Lovable AI, Bolt)
- **Learning Experience Design:** Curriculum mapping, adult learning principles, learner engagement strategies, universal design, microlearning, needs assessment, content mapping, assessment development, spiral learning design
- **Collaboration & Communication:** SME engagement, cross-functional teamwork, facilitator training, stakeholder reporting, training delivery
- **Project Management & Process Improvement:** Program redesign, change management, data-driven decision making, Lean methodologies, process automation, CRM & SIS integration support, SharePoint tracking systems, Miro ripple mapping
- **Platforms & Productivity:** Office 365, Google Workspace, SharePoint, Miro, Figma, Canva, CRM systems, MentorCity

## PROFESSIONAL EXPERIENCE

### Learning Specialist (secondment), LMS Specialist

*Canadian Centre for Professional Legal Education (CPLED) - Calgary, AB*

*July 2023 - present*

- Led the PREP 2025 Improvement Project; delivered training transformation, achieving \$150K+ and 1000+ staff hours saved through digital process optimization and automation.
- Scoped, piloted, and rolled out MentorCity, significantly reducing admin time for mentorship from ~600 to 50 hours annually.
- Implemented Zoom for synchronous delivery, reducing setup time by 90%.
- Designed, developed, and maintained engaging learning modules in D2L Brightspace and Articulate Rise, boosting interactivity and facilitating a 47.7% rate of implemented improvement ideas.
- Developed technical and role-specific training for facilitators and legal mentors; provided ongoing LMS and tool support.
- Enhanced fairness, bias, and assessment training collaborating with SMEs; created video/interactive assets in Rise, Camtasia, and Adobe Premiere Pro.

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- Built and maintained automated SharePoint tracking system: 250+ completed change requests processed in Year 1.
- Conducted stakeholder surveys, analyzing results to drive actionable program improvements.
- Supported SIS requirements gathering and RFP planning; applied SWOT analysis to business decisions.

## **Coordinator, Admission Advising & Strategic Innovation**

*CPA Western School of Business - Calgary, AB*

*October 2021 - July 2023*

- Produced interactive, animated instructional videos with Vyond to enhance learner onboarding and program understanding.
- Guided prospective learners through application processes aligned with CPA Competency Map; managed CRM data, reporting, and distribution.
- Led learner guidance and retention initiatives, orientation sessions, and online presentations to improve engagement and minimize attrition.
- Developed and delivered Lean onboarding programs; created and modernized Lean and EDI-aligned instructional resources in Canva.

## **Coordinator, Student Experience & Program Delivery**

*CPA Western School of Business & CMA Alberta - Calgary, AB*

*2013 - 2021*

- Managed delivery and administration of CPA preparatory courses for cohorts of 500+ learners, maintaining compliance with evolving standards.
- Designed and facilitated student orientation (in-person/webinar); tracked metrics on satisfaction, pass/fail rates, and program outcomes.
- Oversaw CRM and D2L (Brightspace) records, privacy compliance, and assessment processes; analyzed and reported on student success data.
- Developed and maintained program procedures, administrative standards, and improvement proposals.
- Edited and published video resources; supported budget planning for large-scale programs.

## **Systems and Accreditation Specialist**

*Boys and Girls Clubs of Calgary - Calgary, AB*

*2010 - 2013*

- Coordinated accreditation for Early Learning & Rehabilitation programs, achieving full compliance.
- Supported implementation/management of ShareVision case management system.
- Facilitated volunteer onboarding, job postings, and interview processes.
- Delivered orientation and process training to staff and volunteers.

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## EDUCATION AND PROFESSIONAL DEVELOPMENT

**M.Ed. in Open, Digital & Distance Education** – Athabasca University, 2020

*Focus: Instructional Design, Adult Learning, Program Evaluation*

**Scale Development & Psychometrics** – University of Calgary, 2024

**Lean Associate Certificate** – Lead2Lean Solutions, 2023

**Human Resources Certificate** – Bow Valley College, 2011

*Topics: Change Management, Adult Education, Organizational Behaviour*

**B.A. (English & French) & Psychology Diploma** – Mordovian State University, Russia, 1998–2004

*Focus: Linguistics (English and French), pedagogy, psychology. Qualified as: Philologist. Teacher.*

## PORFOLIO & PROJECT HIGHLIGHTS

- **PREP 2025 Digital Transformation:** Reduced manual work by 1000+ hours; drove 47.7% implementation rate for improvement initiatives.
- **MentorCity Rollout:** Streamlined mentorship workflows for 1000+ learners and 60+ legal mentors.
- **Instructional Video Series:** Designed, produced, and published curriculum-aligned videos using Vyond, Camtasia, and Premiere Pro.
- **Interactive Modules:** Developed engaging, accessible D2L online courses and Articulate Rise microlearning; introduced H5P elements to boost interactivity.
- **Learning Analytics & Process Innovation:** Built SharePoint-based request management system; implemented Miro for agile curriculum mapping and change control.