



# Patricia Stitson

Learning Experience Designer

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## **Consultant - Learning Experience Design/LMS Administration**

[PSLXD](#), Various Intermittent 2001 -Present

I have a culmination of 20 years of event, film & multimedia production, marketing, and instructional design experience. I have worked on learning products sold by Kripalu Yoga and Retreat as public offerings or to companies such as Pepsi, Anheuser-Busch, Stone Brewing, and higher education organizations. I consult with clients on all phases of learning and development, from end-to-end management, design, development and LMS implementation. I also provide individualized services; including course builds on various platforms, videos, interactions, job aids, presentations and Wordpress/Learndash platform development.

## **Learning Experience Designer**

National University, San Diego, CA, 2019-2022

Worked with faculty and external professional experts to convert face-to-face programs to online digital courses. Various techniques were used to create informative, interactive, and effective learning such as lectures & activities in non-PPT formats through liaising with our multimedia department. Built courses on Blackboard & Brightspace, ensuring all technical details were correct. Supported our team by fielding technical issues from faculty and problem-solving with team members. Championed the implementation of Vyond, led faculty OER adoption efforts, served on the portfolio & badging committees, and frequently provided peer assistance w/Articulate Rise. I am Quality Matters Certified.

## **Director of L&D formerly ID/Product Manager**

Learning Evolution, San Diego, CA 2016-2019

Designed and brought the 3 course, 50+ module [PROFITS Training Suite](#) to market. Implemented course on our [OnPoint Digital LMS](#) for clients with a 90% positive feedback response. Converted Elucidat modules to the Adapt framework. Created [blended learning programs](#) and individual modules. Co-administrated including overseeing custom modification work. Hired and mentored new team members. Supervisor for multiple projects.

## **Adjunct Professor - IT for Applied Entrepreneurship Certificate**

California International Business University (CIBU), San Diego, CA 2016-2019

Developed and taught a forward-thinking curriculum for the Information Technology section of the Applied Entrepreneurship Certificate Program. Over the 2.5 years I was with CIBU, 150 post-gymnasium (high school) students from Denmark came through the program. Student feedback: "I beat out over 1000 applicants [for a management job], and I realized I could not have done it without what you and John (my visiting lecturer) taught me."

## **Consultant, Direction & Production - [TEDxKidsElCajon](#)**

Cajon Valley School District, El Cajon, CA 2015

In 2015, CVUSD consisted of 21 schools educating approximately 15,000 students; 60% were of minority cultures, 6,000 were English language learners as native speakers of Spanish, Arabic, Chaldean, Farsi (Persian), & Pashto accounting for nearly 60 different dialects.



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My oversight responsibility was steer design and development with the Superintendent, Board and other stakeholders across the district by having direct touchpoints with staff, principals, teachers and students. Presented at the Chamber of Commerce, PTA, Board, and Professional Development meetings to educate and promote the event. Had the pleasure of working with teachers coaching student speakers. On event day I oversaw audio/visual production as well as the teams in charge of the outdoor exhibition and indoor student activities. This was accomplished in half the time typically recommended for an event of this scale, including an outdoor exhibition.

## **Instructional Designer**

hCentive, Reston, Virginia (remote) 2014-2015

Interfaced with product managers and engineering SMEs across multinational teams to develop government and technology partner support training on a range of Commercial-off-the-Shelf (CotS) and Software-as-a-Service (SaaS) cloud-based healthcare technology solutions. Created interactive, easy-to-understand digital training, just-in-time references, and train-the-trainer materials. Facilitated face to face training workshops.

## **Manager of Multimedia and Online Learning**

Chopra Center, Carlsbad, CA 2013

Organized assets and created an acquisition plan in anticipation of becoming the Director of a dedicated eLearning/multimedia Department. Initiated design of a new online learning center. Managed teacher training alumni portal.

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## **Volunteer Roles:**

Organizer/Director/Producer

TEDxAmericasFinestCity, San Diego, CA 2011-2014

TEDxSolana Beach, Solana Beach, CA 2018

As an independent TEDx Organizer/Director, I was responsible for overseeing five separate events. Each requires a new license as well as a (re)newed design, teambuilding, community/public relations, fundraising, marketing, etc. Organizers nor volunteers are compensated. Any proceeds must be rolled into new events under a new license.

Board Director of Education,

Conscious Capitalism, San Diego, CA 2014

Consulted with the board to develop an educational event series.

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## **Tool Box:**

Authoring:

Articulate Storyline 360, Rise

Adobe Captivate

Adapt Framework/Authoring

Elucidat

dominKnow

SCORM & xAPI course types

LMS:

OnPoint Digital LMS

Blackboard LMS

Brightspace LMS

Canvas

Wordpress/Learndash (custom)

Multimedia:

Adobe Photoshop, Premiere Pro,

Illustrator & Audition

Vyond & Camtasia

Canva

Project Management:

Basecamp

Asana

Trello