

Patricia Stitson - Learning Experience Designer

619-920-9046 | patricia@patriciastitson.com | [linkedin.com/in/patriciaститson](https://www.linkedin.com/in/patriciaститson)

Seasoned instructional design and digital learning development/implementation specialist with complimentary business leadership, event director, project manager, and multimedia production experience. Key expert roles include:

- ✦ Learning experience design/development/deployment services for enterprise level corporate programs and within university systems leveraging in house software and learning management systems, i.e. Adobe, Articulate Storyline/Rise, Blackboard, Brightspace, OnPointDigital, and others.
- ✦ TEDx event design/direction/production collaborating with multiple community stakeholders across a K-8th grade school district.
- ✦ TEDx organization/production collaborating with community and university stakeholders.
- ✦ Independent research and implementation specialist leveraging genAI for education and training development.

Consultant - Learning Experience Design & Events

PSLXD | 2012 - Present | Various On-site & Remote

Provided high-level design/development and project management for large scale projects employing collaboration across multiple community and organizational stakeholders.

Specializing in analysis, design, development and implementation of training and educational projects using a human-centered holistic approach to high-level architecture design down to individual learning asset creation.

Clients include T-Mobile, Ideal Strategic Partners, Cajon Valley School District, The Chopra Center, Kripalu Yoga & Retreat Center, and Certa Pro Painters.

Learning Experience Designer

National University | 2019 - 2022 | La Jolla, CA & Remote

Developed and launched interactive, engagement-focused courses, providing technical and instructional support.

- ✦ Created an engagement-style management course on Process Improvement, praised for effective digital learning architecture.
- ✦ Transformed static course content into dynamic Rise exercises for biology and psychology. Feedback included, "I was able to comprehend x on my won without needing assistance".
- ✦ Led adoption of Vyond animation, Open Educational Resources (OER), and digital badging initiatives.
- ✦ Provided LMS migration support, ensuring smooth transition from Blackboard to Brightspace.
- ✦ Quality Matter Certified, including accessibility.

Director of L&D (formerly ID/Product Manager)

Learning Evolution | 2016 - 2019 | San Diego, CA

Managed curriculum development and instructional strategy for enterprise training programs. Lead for LMS implementation and administration for various clients. Developed digital learning assets using Elucidat, Vyond, and Adapt alongside Adobe. Hired and mentored team members.

- ✦ Developed Tom Fox's PROFITS Training System, achieving a 90% positive feedback rate and an average \$100K sales revenue increase per participant.
- ✦ Managed OnPoint LMS redesign and implemented custom-tailored configurations for clients.
- ✦ Migrated clients to Adapt framework, handling programming and interactive course design.
- ✦ Clients included Titleist, Red Bull, Stone Brewing, PepsiCo, and Anheuser-Busch.

Adjunct Professor - IT for Applied Entrepreneurship Certificate California International Business University | 2016 - 2018 | San Diego, CA

Designed and instructed courses focused on organizational management, technology implementation, and basic start-up launch financial planning.

- ✦ Delivered interactive coursework for international student cohorts from Denmark.
- ✦ Used Moodle and a flipped classroom approach to enhance student engagement.
- ✦ Guided over 150 students through project-based learning initiatives based on successful businesses in the greater San Diego area.

Instructional Designer & Training Facilitator hCentive | 2015 - 2016 | Reston, VA (Remote)

Developed blended learning solutions and facilitated training for SaaS-based healthcare technology platform for internal employees as well as external government and broker level clientel.

- ✦ Translated complex technical content into engaging digital training materials.
- ✦ Designed just-in-time learning resources and instructor-led training guides.
- ✦ Facilitated train-the-trainer workshops for broker partners and internal stakeholders.

Manager of Multimedia & Online Learning Chopra Center | 2013 | Carlsbad, CA

Developed the architecture for Chopra's online learning programs and digital content strategy. Led multimedia department initiatives.

- ✦ Championed creation of a new online learning center.
- ✦ Managed teacher training alumni portals and implemented multimedia-driven learning strategies.
- ✦ Charged with building new in-house video studio.

Tools

- ✦ Blackboard, Brightspace, Canvas, OnPoint Digital LMS, WordPress/Learndash
- ✦ Articulate Storyline 360, Rise, Adobe Captivate, Adapt Framework, Elucidat, dominKNOW
- ✦ ChatGPT, Claude.ai, Writer.ai, Synesthesia
- ✦ Adobe CC (including Audition), Vyond, Camtasia
- ✦ Asana, Basecamp, Trello, Miro
- ✦ Microsoft 365, Google Workspace
- ✦ Zoom and other webinar platforms
- ✦ LRS, SCORM, and XAPI
- ✦ Accessibility, WCAG, and ADA