

## **Patricia Stitson - Learning Experience Designer**

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I am a 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:

- » End to end training program development including kick-off and project meetings through iterative testing, QA, implementation, and reporting to cross-departmental stakeholders
- » Hiring, mentoring, coaching, and creating a collaborative team environment
- » Cross industry experience: skill workers, technology, sales, customer success, wellness, event production, and higher education
- » Experience with initiating projects and/or improving on an existing one (crisis management)
- » Technical experience leveraging data analysis (Power BI, etc.)
- » Extensive use/knowledge of content creation tools from AI to several authoring and LMS tools

### **Consultant - Learning Experience Design & Events**

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

- » Provides 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**

I developed and launched interactive, engagement-focused courses, providing technical and instructional support as well as guidance on using innovative methods to improve delivery.

- » 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 own 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 Matters Certified, including accessibility

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

**Learning Evolution | 2016 - 2019 | San Diego, CA**

I managed curriculum development and instructional strategy for enterprise training programs, was the lead for LMS implementation and administration for various clients. I developed digital learning assets using Elucidat, Vyond, Adapt, and Adobe alongside team members I hired and/or mentored.

- » 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**

I 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)**

I 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**

I developed the architecture for Chopra's online learning programs and digital content strategy with the end goal of creating an independent multimedia department.

- » 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

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### **Tools**

- » Blackboard, Brightspace, Canvas, OnPoint Digital LMS, WordPress/Learndash
- » Articulate Storyline 360, Rise, Adobe Captivate, Adapt Framework, Elucidat, dominKNOW
- » ChatGPT, Claude.ai, Gemini, Synthesia and in software AI enhancements
- » 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