

# ANN-MICHELLE LEVANGIE

INSTRUCTIONAL DESIGN | DESIGN THINKING | UX | CONTENT STRATEGY | INFORMATION ARCHITECTURE



617-680-6980



annmichelle.levangie@gmail.com



www.amlevangie.com



www.linkedin.com/in/amlevangie

## SUMMARY

I'm an instructional designer (ID) who has successfully applied my ID, design thinking, and user experience expertise to education, learning & development, and content marketing fields. I have a reputation as an effective strategic collaborator with a passion for systematic-but-creative problem-solving. I have a deep toolbox of academic and technical skills that I combine with strong active listening so that I can demonstrate leadership in cross-functional teams with practical experience, empathy, the pursuit of diverse perspectives, and attention to potential biases. I believe every challenge has a reachable solution when approached with curiosity and an open mind.

## SKILLS



### PROFESSIONAL CAPABILITIES

- Learning Experience Design
- Instructional Design
- UX
- Content Strategy
- Marketing Strategy
- Learning & Development
- Workflow & Process Improvement
- A/B Testing
- Brainstorm Facilitation
- Ideation
- Innovation
- Analysis
- Virtual Collaboration
- Template Development
- Presentation Design
- Content Writing
- Project Management
- Graphic Design

### TOOLS

- MAC OS
- G Suite
- MS Suite
- iWork Suite
- Adobe Creative Suite
- HTML5
- CSS
- Wordpress
- Miro
- Vizio
- LucidChart
- Figma
- Sharepoint
- Slack
- Jira
- Workzone
- Documentum
- LMS Development
- Camtasia
- Captivate
- Articulate
- Ceros

## WORK EXPERIENCE



### FREELANCE & CONSULTING

12/22 – Present

- Hired as an ID and information architecture consultant by Northeastern University to reimagine the College of Science text-only DE&I framework in both infographic and interactive formats for print and web. [ongoing]
- Hired as a design thinking and ID consultant by Carpool Creative Agency for brand positioning and creation of a full sales enablement toolkit for an EdTech client. [ongoing]
- Designed the logos and brand guides for “Resonance”, a private therapy practice, and “from kourt”, a jewelry design business.

📍 Hurricane, UT

### PRINCIPAL INSTRUCTIONAL DESIGNER

#### Pearson North America Strategy & Marketing

07/15 – 12/22

- Led the ID of marketing assets by guiding the team through audience & context analysis, transforming complex or loosely defined content into focused, engaging, and interactive learning experiences that could be scaled for use across multiple channels. **See samples of ID-intensive assets.**
- As the lead content strategist for Pearson's brand campaign, collaborated with Marketing and Creative to establish content strategy and develop assets to increase brand awareness and sales, including thought leadership content, product demos, explainer videos, quizzes, and websites. **See samples of marketing assets.**
- Improved the Creative/Marketing workflow with UX practices in response to observing a lack of early collaboration between Marketing and Creative that resulted in late revisions to approved content and strategy. This included facilitating virtual ideation sessions to kick off the content strategy phase, wireframing concepts for better and earlier consensus on information architecture, test planning, data collection and analysis, prototype design, UX writing, and storyboard development. **See samples of user experience design.**
- Identified and executed on opportunities to create learning & development materials for internal teams. Challenges addressed through training included: ID principles for marketing and content strategy, best practices for infographics, best practices for interactive assets, A/B testing process, and conducting lessons-learned workshops. **See sample L&D work.**
- Analyzed Creative and Marketing process issues and implemented holistic solutions that led to improvements in the effectiveness and quality of assets. For example, refining the team's A/B testing process included creating sample emails, test tracking spreadsheets, a Sharepoint site, and both synchronous and asynchronous training materials. **See sample process documentation.**
- Directed the needs and cost analysis to select enterprise-level partnerships with innovative content platforms Ceros and GetFeedback. The analysis process revealed ways to adjust our contracts for annual cost savings.

📍 Hurricane, UT

📍 Boston, MA

# ANN-MICHELLE LEVANGIE



617-680-6980



annmichelle.levangie@gmail.com



www.amlevangie.com



www.linkedin.com/in/amlevangie

## EDUCATION



**Master of Educational Technology**  
Boise State University

**Graduate Certificate in Online Teaching**  
Boise State University

**Bachelor of Science Journalism**  
Boston University

## AWARDS



Recognized with the **2018 Q1 Pearson North America Excellence Award** for planning and executing ideation workshops and facilitating a 3-day focus group session to support the planning of a new student-focused campaign.

Recognized with the **2019 Q2 Pearson North America Excellence Award** for developing a comprehensive specification guide for digital ad design and social posts that streamlined workflow between marketers and designers.

Nominated to and completed Pearson's **Developing Leaders** course, an 18-month leadership program.

Twice completed FranklinCovey's **"Leading at the Speed of Trust"** 5-day workshop, which involved a 360° review from at least 12 colleagues and a strategic plan for using feedback to grow leadership skills.

## WORK EXPERIENCE (CONTINUED)



**SENIOR INSTRUCTIONAL DESIGNER**  
**Pearson Education**

Boston, MA

06/09 – 07/15

- Collaborated with editorial and development teams to establish instructional objectives for digital learning modules and to define functional requirements. This required equal familiarity with editorial and design requirements and LMS capabilities — knowing when to prioritize platform enhancements to the engineering team and when to work with editors and designers on strategies to adjust content to meet technical constraints.
- Designed and conducted learning & development sessions with 25+ IDs and editors on the application of cognitive learning theory to the development of multimedia educational assets. See sample lesson content.
- Developed document templates to support the editorial team — experienced primarily in print production processes — in writing instructional content for interactive formats. Templates used tables to mimic editorial fields in the complex digital development platform, keeping editors focused only on information relevant to them while providing developers with the content and specifications required to author the digital learning modules.
- Created training material to support editors in transitioning to G Suite, where all content templates were housed as a transitional CMS.
- Established and executed an evaluation process to ensure products achieved their objectives.

**TECHNOLOGY EDITOR**  
**Pearson Education**

Boston, MA

10/08 – 06/09

- Developed middle grades social studies digital content, which was integrated into the company's first fully blended middle grades curriculum and managed in a proprietary LMS. Established the consistent instructional model of each lesson and researched and wrote content for virtual tours, interactive timelines, simulations, exploratory images, and KML tours for Google Earth.
- Researched emerging technologies, including interactive whiteboard applications and content, KML development for GIS browsers, and COPPA-compliant social networking. Produced prototype content for each.
- Created templates that helped establish and support new processes for digital content development, which increased and improved team efficiency.

## ADDITIONAL RELEVANT EXPERIENCE



**PRESIDENT / DIRECTOR**  
**'Mid Pines Foundation**

**ASSOCIATE PROJECT MANAGER**  
**Houghton Mifflin Harcourt, Digital Products Research and Development**

**INSTRUCTIONAL TECHNOLOGY DEPARTMENT COORDINATOR**  
**Houghton Mifflin Harcourt**

**REPORTER**  
**Bookbuilders of Boston**

**FISCAL AFFAIRS CLERK / ASSISTANT TO THE STATE FIRE MARSHAL**  
**Massachusetts Department of Fire Services**

**INTERN**  
**Rolling Stone Magazine, Australia**