

# Deborah Tyson

Boston, MA | 617-501-8358 | [deborah Tyson@gmail.com](mailto:deborah Tyson@gmail.com)  
[linkedin.com/in/deborah Tyson/](https://www.linkedin.com/in/deborah Tyson/) | *Portfolio*: [deborah-tyson.com](http://deborah-tyson.com)

Creative, collaborative, and forward-thinking Learning Experience Designer. Facilitator for in-person and virtual classroom environments. Committed to creating customized, inclusive, and diverse learning solutions, based on learner and business needs, to provide the best outcomes, engagement, and experiences to drive impact. Grounded in strong project management practices and tuned into emerging technologies. Proven success of programs as demonstrated by learner evaluations and key metrics. Knowledgeable about adult learning principles.

## AREAS OF EXPERTISE

Instructional Design | Instructor-led training & Facilitation | E-learning | Program Evaluation using Kirkpatrick Model | Video Production & Editing | Knowledge Management | Project & Program Management | Coaching | Consulting | LMS Management | Relationship Building | Content Curation | Talent Development

## PROFESSIONAL EXPERIENCE

**CarGurus**, Boston, MA

2022 - present

### Senior Learning Partner and Instructional Designer

- Re-designed and facilitated three enterprise-wide blended learning programs to nearly 200 learners, from individual contributor to senior manager over 3 years using ADDIE model. Aligned programs to organization-wide competency model.  
**Key results include:** 84 eNPS score; 23% increase in knowledge; 14% increase in ability to apply learning.
- Built and delivered a 4-module e-learning curriculum for all people managers. Partnered with subject matter experts in employment law, talent management, human resources, people operations, internal communications, as well as current people managers to translate critical policy, technical and leadership content for managers into learnable and engaging e-learning content.  
**Key results include:** 10 point increase in people manager sentiment about access to learning and development to do their job well.
- Partner with colleagues in People and Talent, Finance, Corporate Strategy, Leadership Operations, Facilities & Onboarding to provide learning support.  
**Examples include:** Team building sessions, technical training on software and safe building evacuation procedures.
- Led a team to research, assess, and successfully onboard a new Learning Management System (360 Learning).

**ClearRock, Inc.**, Boston, MA

2015 - 2021

### Learning and Development Consultant/Senior Career Consultant/Career Consultant

- Partnered with SME to design a Leadership Development program delivered to a cohort of emerging leaders in high-tech. Crafted learning objectives and instructional practices to engage adult learners in a fully virtual environment and evaluated learner satisfaction, knowledge, and behavior change.
- Developed a customized LMS solution to support active program participants in Leadership and Team Development programs. Curated content, designed new content, and crafted learning activities to maximize participant learning.
- Designed and facilitated various trainings monthly, on career and leadership topics such as Networking for Introverts, Advanced LinkedIn Learning, and Career Transition Essentials.
- Cultivated trusting and collaborative relationships with peers, sales and operations team, program participants and clients/vendors to deliver the right programs and content while staying on budget.

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**Mobilize Coaching, Boston, MA**

2010 – 2021

**Founder, Career and Small Business Coach**

- Developed and delivered content via instructor-led workshops in corporate, public sector and non-profit settings on topics such as LinkedIn for Career Changers: Crafting Your Story Online, which is live on [SkillShare](https://www.skillshare.com). Other workshops included: Grow Within Your Organization: Intentional Career Development, Networking; Building Your Brand without Selling Yourself Out and Savvy Ways to Find Your Next Job.
- Provided individual coaching in career development and transition, to increase satisfaction in professional endeavors and grow successful and enjoyable businesses.
- Built and managed all aspects of a private coaching practice including business development, CRM and system management, bookkeeping and billing and client contracts. Wore many hats.

**Family Access, Newton, MA**

2008 –2014

**Director, Mentoring**

- Designed a program model and created strategy and systems for a new youth mentoring program for the city of Newton, MA.
- Provided direct leadership, implementation and oversight for all program elements, including training, programming, and evaluation to measure program impact. Served over 50 pairs in mentoring relationships.

**Citizen Schools, Boston, MA**

2004 –2008

**Deputy Director, Campus Talent Recruitment**

- Cultivated and managed national partnerships with universities and non-profit organizations to hire educators and community volunteers across 7 states. Hired over 200 direct service staff over 5 years.

## TECHNICAL SKILLS:

- *Instructional Design:* Articulate Rise, Genially, Powtoon, Canva, Camtasia, Slido
- *Project Management/Operations:* Google Suite, Office 365, Trello, HubSpot, Monday.com
- *Learning Management:* 360learning, Continu, WordPress, Vimeo, Insala, Confluence
- *Generative AI:* ChatGPT, Claude, Glean

## PROFESSIONAL DEVELOPMENT

**Change Management course, IDEOU**

**Certified Facilitator and Practitioner, Predictive Index**

**E-Learning Instructional Design & Designing Virtual Training Certificate** Association for Talent Development

**Professional Certified Coach, Associate Certified Coach, International Coach Federation**

**Certified Professional Coach, Institute for Professional Excellence in Coaching**

## EDUCATION

**Master of Arts in Intercultural Relations, Lesley University, Cambridge, MA**

**Bachelor of Arts in Geography, Clark University, Worcester, MA**