



LEARNING EXPERIENCE DESIGN & TECHNOLOGY CONSULTING BY ALISON

Alison DeRudder Thorpe

400 South 4th Street, Ste 410, PMB 28704, Minneapolis, MN 55415

alisondt@consults4results.com | 612-599-2091 | consults4results.com | LinkedIn

PROFESSIONAL SUMMARY

Experienced instructional designer and independent consultant with a proven track record of delivering impactful results across various industries. Specialized in experiential learning pedagogy and curriculum design for 16 years. Practiced professionally in interactive, multi-media, and graphic design for over 20 years. Winner of two Brandon Hall awards for eLearning ethics game and mobile leader coaching app. Substantial experience in academic, financial, medical, construction, private, and public sectors, including global organizations. Skilled in needs analysis, user experience design, and accessibility/Section 508 design. Adept at leading complex projects, including global transformations, gamified training programs, simulations, and interactive eLearning solutions. Expert in Adobe Creative Suite, Articulate 360, and various LMS platforms. Recognized for excellence in instructional design and games, with a strong focus on results, learner performance, and engagement.

KEY SKILLS

- Instructional design and learning experience design
- Learning games
- Training workbooks in both digital and print format
- Multi-modal pedagogy (in-person, virtual, synchronous, asynchronous)
- Curriculum design
- Collaborative projects
- Kajabi, Docebo, SuccessFactors, Blackboard, Workday, and other LMS administration
- Video and animation production and post-production
- Needs analysis
- User experience design and user testing
- Accessibility/Section 508 design
- Adobe Creative Suite (entire suite: Photoshop, Illustrator, InDesign, Premiere, etc.)
- Articulate 360: Rise, Storyline, Peek, etc.
- Game design and development
- Social learning design
- Performance support
- HTML5/CSS/JavaScript
- Interactive simulations
- Intercultural communication
- Spanish translation
- Microsoft Office (all)
- Storyboarding
- Technical illustration
- Technical and instructional writing and editing



LEARNING EXPERIENCE DESIGN & TECHNOLOGY CONSULTING BY ALISON

EXPERIENCE

Learning Experience Design and Technology Consultant

Independent Consultant, Minneapolis, MN — August 2017 to Present

Here are some of the great results I have helped my clients achieve:

- **American Psychological Association** – Created a gamified curriculum geared towards ages 16-21 on how to identify and debunk misinformation based on new APA research. Integrated social media badge sharing drove enrollment over 700%.
- **ExxonMobil** – Career Development Transformation Curriculum: Led instructional design and developed all training (eLearning, live classrooms, virtual classrooms, performance support) for a global transformation of a new career development framework, resulting in improved employee performance and perception of fairness.
- **Andersen Windows** – American Institute of Architects Curriculum: Led instructional design and created eLearning and live classrooms for architects. Enrollment increased significantly over a two-year period. Designed and developed an emerging leaders program that prepared the talent pipeline for future growth.
- **Regis Corporation** – People Leadership Curriculum: Created a gamified people leadership program, 43% increase in employee retention attributed to program one year after release
- **ECMC (Federal Student Loan Guarantor)** – Financial Literacy Curriculum for Borrowers: Created Section 508-compliant interactive financial literacy courses for college students, helping the organization meet legal requirements.
- **City of Minneapolis** – Ethics Game: Created a city-themed interactive ethics game, winning the 2019 Brandon Hall Award for best use of gamification.
- **TikTok** – Small Business Marketing Curriculum: Created a mobile, accessible, and interactive curriculum for small business owners, translated into 38 languages and used by over 700,000 people in the first month.
- **Children's Hospitals of Minnesota** – Clinical Education for Nurses: Developed clinical education programs for nurses, reducing classroom training time, costs, and administrative burden.
- **Ecolab** – Created a Global Leadership Development and Leader Coaching program, resulting in a 37% increase in leadership effectiveness scores. Designed a mobile leader coaching app that won a Brandon Hall Award in 2019.
- **UnitedHealth Group** – Designed and implemented (on Workday Learning) a curriculum and performance support for their Common Language of Leadership development program that helped them prepare for 5-year growth targets.
- **Vantage Partners**: Created a 6-part online ADDIE instructional design course to teach Vantage customers how to design more effective and engaging learning experiences.



LEARNING EXPERIENCE DESIGN & TECHNOLOGY CONSULTING BY ALISON

EXPERIENCE (Continued)

Adjunct College Instructor: Online Training and Education Course (MDST 583)

Metropolitan State University, St. Paul, MN — 2015 to 2018

- Designed and taught an online course for graduate students on applying instructional design best practices to online environments.
- Prepared students for careers in learning experience design and helped them secure jobs in the industry.

Senior Learning Experience Designer

Thomson Reuters, Eagan, MN — 2013 to 2017

- Led the design and development of innovative learning solutions, including eLearning, instructor-led training, and blended learning programs.
- Collaborated with subject matter experts to create engaging and effective training materials.
- Implemented user experience design principles to enhance the learning experience.
- Conducted needs analysis and usability testing to ensure training effectiveness.
- Assisted with the implementation and administration of Workday Learning LMS.
- Led the curriculum design and created a gamified sales negotiation and coaching program (blended experience, including eLearning) that resulted in more than \$11 million in additional profit in four months.

Instructional Designer

Ecolab, St. Paul, MN — 2008 to 2013

- Designed and developed instructional materials for various training programs.
- Collaborated with subject matter experts to ensure content accuracy and relevance.
- Conducted needs analysis and evaluated training outcomes.
- Designed and developed the sales and technical service onboarding program, resulting in a 31% reduction in onboarding time and a 22% increase in new hire productivity.

Interactive and Graphic Designer

Freelance, Minneapolis, MN — 2001 to 2008

- Created visually engaging and user-friendly websites, multimedia presentations, and marketing materials, collaborated with clients to understand their needs and deliver customized design solutions.
- Managed multiple projects simultaneously, ensuring timely delivery and high-quality results.



LEARNING EXPERIENCE DESIGN & TECHNOLOGY CONSULTING BY ALISON

EDUCATION

MS, Technical Communication

Metropolitan State University, St. Paul, MN, 4.0 GPA

Focus: Mobile training app design and development

Received August 2012

BS, Technical Communication, minor in Environmental Communication

Metropolitan State University, St. Paul, MN, 3.8 GPA

Focus: Instructional design and eLearning development

Received May 2010

Graphic design and interactive design coursework

Minneapolis College of Art and Design, 2001-2003

CERTIFICATIONS

- **Virtual Reality and Augmented Reality**
MIT X-Pro, Issued Jul 2022, Credential ID 54804641
- **Section 508 Trusted Tester**
US Department of Homeland Security, Issued Jun 2020

HONORS

- **2019 Brandon Hall Award (Gold)** for mobile coaching app
- **2019 Brandon Hall Award (Bronze)** for best use of gamification

SELECTED PORTFOLIO SAMPLES

- **[Regis Corporation Lead Your People Program](#)**: Designed a mobile-friendly, gamified leadership program. Achieved highest internal ratings and met retention goals.
- **[TikTok Small Business Curriculum](#)**: Created a gamified curriculum in Storyline with numerous videos. Used by over 700,000 people in the first month, boosting revenue.
- **[American Psychological Association](#)**: Mind Over Misinformation: Created a gamified course for high school and college students using Rise and Storyline.
- **[Ecolab Interactive Playbook](#)**: Designed and implemented materials and mobile coaching app, winning a Brandon Hall award.

Please contact me for additional samples! I have many!