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DEANNA FURLONG

LEARNING EXPERIENCE DESIGNER | ID CONSULTANT

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WORK STATUS

I am an American citizen, currently living in Waterford, Ireland. I am an EU citizen by marriage, and in turn, may work in any EU member nation without requiring visa sponsorship.

SKILLS

Passionate learning experience designer performing the instructional design, development, delivery, and project management of end-to-end digital and blended learning solutions.

Communicator & collaborator

partnering with clients and SMEs on a wide variety of content, quickly synthesizing their information and transforming it into a solution that meets defined objectives and delivers measurable results.

EXPERIENCE

PRINCIPAL INSTRUCTIONAL DESIGNER • CUSTOMER EDUCATION • HEAP BY CONTENTSQUARE • NOVEMBER 2021 – PRESENT

- Performing instructional design, development and project management of eLearning, instructor-led training, and blended learning solutions to support Heap customers
- Redesigning, upgrading, and expanding content offerings on Heap's customer learning platform, Heap University

OWNER/PRINCIPAL • DEANNA FURLONG CONSULTING • SEPTEMBER 2020 – PRESENT

- Specializing in instructional/learning experience design, eLearning development, and learning strategy solutions
- Applying my passion for designing meaningful, results-driven learning experiences for a broad range of clients who seek to make our world a better place for everyone

SR. INSTRUCTIONAL DESIGNER • CUSTOMER EDUCATION • GODADDY • OCTOBER 2014 – AUGUST 2020

- Designed and developed curriculum and content for GoDaddy's How-To customer education platform; live video-based education to support the small business owners' journey from ideation to online presence
- Designed, developed, produced, and hosted GoDaddy's Small Business Webinar Series; included panel guest participation, audience interactivity, real-time Q&A and in-product demos
- Developed content strategy for GoDaddy's first help video library on YouTube; designed, developed, and storyboarded content for both conceptual and product-related videos

SR. PRODUCT MANAGER • TRAINING & CERTIFICATION • FORRESTER • JANUARY 2014 – OCTOBER 2014

- Developed content strategy and guided product evolution of Forrester's Training and Certification program - a consultative educational solution for clients that offered a custom, blended curricula, with content provided by Forrester's analyst community
- Established metrics and reporting, developed a product roadmap, and drove business development efforts

Trans-disciplinarian incorporating CX and UX principles in my learning experiences; adept at re-purposing learning as content marketing and customer engagement tools.

Digital Expertise

delivering and creating content for a broad range of delivery media; including video, webinars, live streaming, social media, blogs, and podcasts.

Software/Hardware Toolset

Adobe Acrobat Suite
Adobe Photoshop
Articulate Storyline
Articulate Rise
Audacity Audio
Camtasia Studio
Cornerstone LMS
Dreamweaver
Google Analytics
Google Suite
Heap
JIRA
Microsoft Office Suite
Salesforce
Skilljar LMS
Slack
SnagIt
Sum Total LMS
Vyond
WebEx (webinars)
Wordpress
YouTube Analytics
YouTube Creator Studio
Zoom (webinars/ analytics)

- Performed instructional design, development, and product management of all courses.
- Consulted with new clients to determine their employees' professional development needs and created a unique, branded solutions that were paired with on-site Forrester analyst workshops
- Developed test banks and 'thesis' projects for the product and conducted beta testing with large enterprise customers

SR. CURRICULUM DEVELOPER • LEARNING & DEVELOPMENT • FORRESTER • MAY 2012 – JANUARY 2014

- Performed instructional design, development and project management of eLearning, instructor-led training, and blended learning solutions as part of Forrester's Learning and Development organization
- Designed and developed a change management plan for the company-wide implementation of Salesforce
- Designed, developed, and delivered five business-unit-specific, blended learning solutions to support Forrester's Salesforce implementation
- Developed a results-driven curriculum for Forrester's Global Sales Organization Designed taxonomy and managed implementation of their Cornerstone LMS

SR. CUSTOM EDUCATION CONSULTANT • ORACLE/ENDECA • MARCH 2008 – MAY 2012

- Performed instructional design, development and project management of eLearning, instructor-led training, blended learning solutions, and custom user adoption programs for Oracle Endeca customers including Whirlpool, Chrysler, Practising Law Institute (PLI), Toyota, Nissan NA, and American Express
- Prepared a change management plan, a blended training solution, and EPS tools for onboarding each company's employee population to their new Endeca solution Served as LMS administrator for organization's eLearning and instructor-led offerings (View Central LMS)
- Served as LMS administrator for organization's eLearning and instructor-led offerings (View Central LMS)

SR. LEARNING & DEVELOPMENT SPECIALIST • TEXTRON SYSTEMS • FEBRUARY 2007 – FEBRUARY 2008

- Performed instructional design, development, and project management of eLearning courses for both employees and external clients including Textron Defense Systems and the United Arab Emirates Air Force
- Established taxonomy for new LMS implementation and served as administrator for organization's internal e-learning courses (SumTotal LMS)

**PRINCIPLE INSTRUCTIONAL DESIGNER • SYS TECHNOLOGIES •
FEBRUARY 2006 – JANUARY 2007**

- Performed instructional design, development, and project management of simulation- based eLearning courses for external clients including the U.S. Navy, NTSB, and Homecomings Financial

**SR. INSTRUCTIONAL DESIGNER/PROJECT LEAD • BLUE YONDER •
(FORMERLY JDA SOFTWARE) • MAY 2003 – JANUARY 2006**

- Performed instructional design, development and project management of simulation-based eLearning courses, instructor-led and blended learning solutions for both internal employees and external clients including Meijer Foods and Casino Hypermarkets (France)
- Established taxonomy for new LMS implementation and served as administrator for organization's internal e-learning courses (Websoft LMS)

**SR. INSTRUCTIONAL DESIGNER/PROJECT LEAD • DRAKE CERTIVO •
MARCH 2002 – MAY 2003**

- Performed instructional design, development, and project management of eLearning courses for external clients including EDS, GS1 (Global Language of Business), and the Department of Homeland Security

**SR. INSTRUCTIONAL DESIGNER/PROJECT LEAD • CORPEDIA •
EDUCATION • FEBRUARY 2001 – JANUARY 2002**

- Performed instructional design, development and project management of eLearning courses company's compliance training library product and external clients including the Drucker Institute and the Project Management Institute (PMI®) (PMBOK®)

**SR. INSTRUCTIONAL DESIGNER/PROJECT LEAD • CLICK2LEARN •
AUGUST 1998 – FEBRUARY 2001**

- Performed instructional design, development, and project management of simulation- based eLearning courses for external clients including KPMG, Fidelity, NETg, Novell, Oracle, Cisco, and Netscape

EDUCATION

**MASTERS, INSTRUCTIONAL TECHNOLOGIES • MAY 1998 •
ARIZONA STATE UNIVERSITY**

**BACHELORS LIBERAL ARTS, ENGLISH LITERATURE • MAY 1994 •
ARIZONA STATE UNIVERSITY**