Laura Hathaway

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Career Summary

Instructional designer and learning technologies specialist with over ten years of experience specializing in the development and delivery of interactive, engaging training, e-learning, and both synchronous and asynchronous courses. Expertise in educational best practices and a learner-centered approach, with a proven track record in UI/UX development, gamification, and blended learning solutions.

Professional Experience

Self-Employed Contractor, Philadelphia, PA
Instructional Designer
January 2015 - Present

- Led UI/UX development for a high-profile live-event platform, enhancing user engagement and satisfaction.
- Created a comprehensive video-based blended learning program, including innovative virtual puppetry, for Denny's Diner Company, significantly improving trainee feedback scores.
- Spearheaded the training and implementation of SARA Case Management software and delivered tailored software training for Bristol-Myers Squibb, collaborating with subject matter experts to ensure effectiveness.
- Developed multiple gamified virtual training platforms for workforce development, recognized for increasing learner motivation and retention.
- Designed an 18-part entrepreneurship blended learning program for Clark University and the US Department of Labor, facilitating entrepreneurial skills across diverse learner demographics.

Public Consulting Group, Boston, MA (Remote)
Instructional Designer
February 2016 - December 2019

- Innovated the Virtual Employment Readiness Assistant (VERA) concept, offering remote workforce development resources and receiving commendation for accessibility improvements.
- Architected and executed the development of a full library of job readiness and soft skills training, leveraging tools like Articulate and Adobe Creative Cloud to enhance learning experiences.
- Played a key role in developing proposals, work plans, and project budgets, contributing to $65M in sales by the Human Services division in 2019.

JobWorks, Inc./PA CareerLink, Philadelphia, PA
Regional Training Coordinator
December 2012 - December 2015

- Managed and mentored a regional team of trainers, averaging a 98.8% system-wide on participant satisfaction surveys evaluating training delivery and content.
- Directed the design and implementation of a comprehensive suite of interactive workshops and eLearning modules, resulting in a significant reduction in job readiness competency gaps among Philadelphia's workforce.
- Managed all qualitative and quantitative reporting regarding attendance and training performance measures.

Education

Drexel University, Philadelphia, PA
Master of Science in Instructional Design

Temple University, Philadelphia, PA
Bachelor of Science in Education, 2012

Community College of Philadelphia, Philadelphia, PA
Associate's Degree in Education, 2009
Associate's Degree in Liberal Arts, 2009

Specialized Knowledge and Skills

- **Design & Multimedia**: Proficient in Adobe Creative Suite (Dreamweaver, Photoshop, After Effects, Audition, Illustrator, Acrobat, InDesign, XD)
- **E-Learning Tools**: Expertise in Articulate (Storyline, Rise, 360)
- **Programming**: Experienced in HTML5, CSS, Visual Basic, JavaScript (in progress)
- **Office Software**: Advanced proficiency in Microsoft Office (Word, PowerPoint, Excel, Access)
- **Instructional Design Models**: Well-versed in Adult Learning Theory, ADDIE, Agile, Backward Design
- **Project Management**: Experienced in Waterfall, Agile, Scrum, PMBOK, Lean methodologies

It looks long, but I apply to different job titles (teaching, training, instructional design) and remove anything that doesn't help me.