

Carolyn Swanhall

LEARNING EXPERIENCE DESIGNER

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SKILLS

- Project Management
- Instructional Design
- UI Design
- Wireframing
- Prototyping
- HTML / CSS
- Design Systems
- Content Design
- Content Strategy
- Video Creation & Editing
- Data Analytics
- Usability Testing
- Fundraising

TOOLS

- Sketch
- Figma
- AdobeXD
- InVision
- InDesign
- Articulate Storyline
- Adobe Captivate
- Vyond
- iMovie
- Sublime Text
- Tableau
- LexisNexis
- Drupal
- Click & Pledge
- Constant Contact
- MailChimp
- Trello
- Confluence
- JIRA

EDUCATION

Designlab

UI Design Certificate | 2020

Startup Institute

Web Design | 2017

Lesley University

M.Ed. Community Arts | 2012

Simmons University

B.S. Sociology | 2008

EXPERIENCE

McGraw Hill

Senior Learning Experience Designer | April 2020 - Present

Learning Experience Designer | April 2019 - April 2020

Customer Success Manager | November 2017 - April 2019

- Managed a portfolio of client contracts worth over \$2 million
- Led LX design efforts, including the creation of design systems, the onboarding and ongoing training of internal and external designers, and advocating for accessibility and human-centered design in online learning
- Designed over 100 high-quality, adaptive courses for clients in the defense, financial, professional services, real estate, insurance, and credit card industries
- Generated a pipeline of projects worth over \$350K with the Workforce Learning sales team through the design and delivery of custom demos, presentations, and pilots
- Led the development and implementation of a certification program to enable corporate clients to design high-quality, online learning experiences
- Designed reusable Tableau data dashboards to analyze and track the success of clients' courses and learning initiatives based on key performance indicators

flux + flow

UX Researcher & Content Designer | July 2017 - October 2017

- Led user interviews and usability tests for an emerging children's clothing brand
- Developed a content strategy for the brand's website and social media

WriterAccess

Experience Designer | May 2017 - June 2017

- Collaborated with product managers, developers, and customer success teams to identify, design, and prototype new features for a platform with over 25K users

Jumpstart for Young Children, Inc.

Campaigns & Events Manager | July 2014 - December 2016

- Collaborated with C-level executives to craft marketing, campaign, and partnership strategies for a national early education organization
 - Led strategy, initiatives, and partnerships for Jumpstart's Read for the Record, an international reading campaign dedicated to increasing awareness of early literacy
 - Generated over \$350K in revenue through the direct sale and distribution of over 100K special edition children's books to schools, organizations, and partners
- Enhanced the user experience across Jumpstart's channels
 - Analyzed and designed the information architecture of campaign websites
 - Developed content strategies for internal and external communications including emails, newsletters, and eCommerce sites
- Designed print and digital marketing materials including web banners, PSAs, brochures, flyers, and social media graphics

Berklee College of Music

Donor Research Associate | July 2008 - July 2014

- Led proactive research on individuals, foundations, and corporations capable of making major gifts to accelerate the mission of a leading contemporary music school
- Designed and developed systems and training guides for tracking and managing major gifts prospects in internal CRM