

Julie Paulin

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Learning Designer and Content Writer

Results-driven Learning Experience Designer and Content Writer with extensive experience in developing and delivering engaging, research-based learning solutions for education and capability improvement. Proven success in reducing dropout rates and enhancing student feedback scores. Committed to integrating innovative technologies and methodologies to elevate learning experiences.

Key Skills

- Instructional Design
- eLearning Development
- Project Management (Agile)
- Expert Writer (reducing complex ideas into plain English)
- High-Performing Communication and Documentation
- Web and User Interface Principles and Development
- Research-based Methodologies
- Commitment to Continuous Improvement
- AI Integration

Work Experience

UP Education (Eddy), Remote in Christchurch, New Zealand, March 2022 - July 2024

Learning Experience Designer

- Oversaw end-to-end delivery of distance and blended learning experiences for students of various tertiary education providers in New Zealand and Australia. (Yoobee College of Innovation, New Zealand Management Academies (NZMA), New Zealand Institute of Sport (NZIS), Swinburne University (SUT), and Colab in Australia).
- Achieved a 35% reduction in dropout rates and improved student feedback scores for a recent Yoobee Course uplift.
- Collaborated with subject matter experts, and academic stakeholders, ensuring meticulous QA processes.
- Steered the production team through all project phases by ensuring clear, consistent communication of progress and timelines, within an Agile framework.
- Implemented research-based methodologies such as Action Mapping, ADDIE, Merrill's Principles of Instruction, and Gagne's Nine Events.
- Architected dynamic and impactful activities, incorporating detailed feedback and ensuring constructive alignment with assessment material, including H5Ps and HTML interactivity.
- Integrate AI tools to elevate the development of branching scenarios, quiz question distractors, and case study examples.

Like-Minded Learning, Christchurch, NZ, January 2021 – March 2022

Learning Designer

- Scoped and planned new online courses through collaborative client workshops.
- Developed course outlines and detailed storyboards, targeting stated objectives, based on a thorough understanding of learning theory, engagement tactics, action mapping, and self-directed and user-centred design methodology.

- Clients included Lincoln University, the New Zealand Defense Force, The Cacao Ambassador, the Australian National Fabrication Facility, Emerge Aotearoa, and Terra Cat.

DeAnza College, Cupertino, CA, USA, October 2020 – December 2020 (on contract)

Instructional Design | eLearning Developer

- Redesigned teacher-led instruction presentations: providing innovative, animated, and engaging design in PowerPoint and Articulate Storyline on the Canvas LMS.
- Reduced rate of students dropping the course by 45%, exceeding our goal by 15%.

UC Davis, Davis, CA, USA, November 2019 – June 2020 (contract position)

Instructional Designer II, eLearning Specialist

- Transformed teacher-led training content into interactive online courses via Articulate Rise.
- Conducted face-to-face courses in Power BI, Excel data manipulation, and onboarding.
- Created instructional materials for the onboarding process.
- Managed the department's website.

Condensed Curriculum International, Sacramento, CA, USA, April 2019 – Sept 2019

Jr Instructor - Front End Web Dev at Amazon Fulfillment Center, Career Choice

- Supported primary instructor for face-to-face course for 120 students via lecture providing one-on-one and small group sessions and instructional and activity materials.
- Taught HTML5, CSS3, JavaScript, JQuery, JSON, Application Development Fundamentals, Project Management principles, including Agile and Waterfall

MYOB - Christchurch, New Zealand, 2016-2018

Change Manager / Project Coordinator (Process Improvement Team)

- Strategized change management directives to align service staff with new directives and platform upgrades.
- Provided chat-based support to our service agents having issues with our proprietary software platform.
- Developed and executed comprehensive change communication plans, leveraging engaging multimedia content to illustrate the 'why' and 'how' strategies.
- Identified and supported 'change champions' for grassroots efforts.
- Created call scripting modules and help desk articles.
- Tech: HTML/CSS/JS, Zendesk, Slack, Agile, Kanban, Photoshop, Keynote & PowerPoint, ServiceNow, Call Scriptor & Genesys.

Client Experience Improvement Specialist (Tier 3)

- Provided direct service to customers for product and service escalations.
- Organised and delivered capability training to service agents struggling with specific issues. Improved feedback scores by an average of 15%.

- Advised and analyzed process and product enhancement opportunities by studying and categorising customer feedback.
- Initiated and launched Julie's Helping Hand, a popular newsletter for staff in New Zealand and Australian call centers (250+ recipients) to bridge training gaps and communicate current initiatives.

Ginger Gecko Web, New Zealand and USA 2009 – 2018

Owner / Web Designer / Copy Writer and Editor

- Designed, developed, and maintained websites and engagement initiatives for small business clients using interface design principles and SEO language practices.
- Developed and documented branding initiatives and provided styleguides for consistency.
- Created intuitive user interfaces based on data and user testing when possible.
- Sites built in Sublime Text for HTML/CSS/JS, WIX, and Shopify.

Education & Training

University of California at Irvine, Bachelor of Arts

Southern Institute of Technology | Te Pūkenga, Distance Learning (2023)

- Course: LDP602 Design for Learning

Cal State University, Sacramento (2018/2019)

Certificate Instructional Design for eLearning. Course completed March '19

- Software & Platforms: Articulate, Captivate, iMovie, Lectora Online, Powerpoint, Camtasia, Moodle and Canvas LMS

Volunteer Mahi

Stella's Stars High School, Board of Trustees (2020 – current)

- Over four years we have raised over USD\$100,000 to build a school and educate orphaned teens in Chebukuyi, Kenya.
- Create videos, digital design, and web development in service to our fundraising efforts.
- View the website I designed and continue to manage: stellasstarshighschool.org/