**Julie Paulin**

paulin.julie@gmail.com | 022 499-0500 | portfolio: juliepaulin.com

# Learning and Enablement Designer

I design learning experiences that are clear, engaging, and genuinely impactful. Known for making complex material approachable and creating courses that resonate with learners, I collaborate seamlessly with subject experts, media teams, and stakeholders to bring ideas to life. Skilled across professional, tertiary, and commercial contexts, I combine best-practice instructional design with innovative use of AI and immersive media to deliver results that matter.

*“Julie has the uncanny knack of transforming complex material into content that flows, connects, and challenges learners — all while being a complete joy to work with.”*

*— Steve Griffin, Head of Sales, Assurity Consulting (SME on UC’s Leadership & Dysfunction course)*

# Experience

## University of Canterbury, Tuihono | UC Online

### Learning Designer (Fixed Term Contract, Oct 2024 – Oct 2025)

* Designed and developed six short online professional courses end-to-end across subjects including advanced professional project management, leadership and dysfunction, climate change, cultural competence in a global context, and SEO/marketing.
* Delivered three full courses in eight months in a fast-paced environment, exceeding project delivery benchmarks.
* Produced interactive, accessible learning activities in Articulate Rise and Storyline, integrated with Moodle LMS.
* Applied curriculum development skills including detailed course outlines, storyboarding, and alignment of learning objectives and assessment design.
* Embedded bicultural and inclusive practices through collaboration with UC Māori support staff and universal design principles.
* Mentored and collaborated with a media development team of digital screen students, co-creating innovative learning assets (documentary film, case study re-enactments, audio resources).
* Consistently achieved learner feedback ratings above team standards.
* Pioneered innovative use of AI, developing a chatbot character aligned to course guidelines to enable learners to evidence knowledge in a conversational format.
* Applied AI for workplace efficiencies, streamlining development tasks and content production.

## UP Education (Eddy) – Remote, NZ

### Learning Experience Designer | Mar 2022 – Jul 2024

* Oversaw end-to-end delivery of online and blended learning experiences for Yoobee College, NZMA, NZIS, Swinburne University, and Colab.
* Reduced student dropout rate by 35% for Yoobee Creative Media Level 4.
* Applied ADDIE, Action Mapping, Bloom’s Taxonomy, Merrill’s Principles, and Gagne’s Nine Events.
* Directed production teams, ensuring efficient workflows and milestone communication.
* Integrated AI tools for scenario design, activity generation, and language clarity.
* Contributed to curriculum development through learning objectives, assessment design, and constructive alignment.

## Like-Minded, Christchurch, NZ

### Learning Designer | Jan 2021 – Mar 2022

* Led training needs analysis workshops and scoping sessions with diverse clients.
* Designed storyboards and detailed course outlines aligned to learning objectives and assessments using learner-centred design methodologies.
* Ensured tone and brand alignment for clients including Lincoln University, NZ Defence Force, Terra Cat, and Emerge Aotearoa.

# Education & Training

* **Southern Institute of Technology | Te Pūkenga** – Course: Design for Learning (2023)
* **California State University, Sacramento** – Certificate in Instructional Design for eLearning (2019)
* **California State University, Dominguez Hills** – Online courses in Assistive Technology (2017)
* **University of California, Irvine** – Bachelor of Arts

# Skills & Tools

* **Learning design**: ADDIE, Action Mapping, Bloom’s Taxonomy, Gagne’s Nine Events, UDL, Accessibility (WCAG), curriculum development (detailed course outlines, storyboarding, learning objectives, assessment design)
* **Software & platforms**: Articulate Rise & Storyline, Moodle, Canvas, Adobe Premiere Pro, PowerPoint, iMovie, Lectora, Photoshop
* **Collaboration & project tools**: Agile, Kanban, Slack, ServiceNow, Zendesk
* **Web technologies**: HTML, CSS, JavaScript, JSON, WIX, Shopify

# Volunteer Mahi

Stella’s Stars High School Foundation – Board Member & Digital Lead

• Manage and design the foundation website: <stellasstarshighschool.org>.  
• Provide digital design and communication support to fundraising initiatives for orphaned teens in Kenya.