

Julie Paulin

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~ eLearning Designer and Developer ~

- **Writing: Instructional, Plain language, Editing**
- **eLearning authoring: Articulate Rise, Storyline, LMS**
- **Project management: Agile, Gantt**

Experience

UP Education (Eddy), Remote from NZ, March 2022-present

Learning Designer

Collaborating with a team of Learning Designers we research and develop content and storyboards for Level 5+ NCEA education in New Zealand. My primary client is Yoobee College of Creative Innovation. I am developing a diploma of Software Development currently.

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

Learning Designer

I worked closely with our client-team to develop a course outline that targets stated objectives, then wrote detailed storyboards brimming with learning theory, engagement tactics, content mapping theory, and self-directed and user-centred design methodology. Some of my projects were for Lincoln University, The Cacao Ambassador, New Zealand Defense Force, Australian National Fabrication Facility, Emerge Aotearoa and Terra Cat.

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

Instructional Design | eLearning Developer

My client hired me to update and enhance her Student Retention Workshop powerpoint document, and provide a blended solution for course delivery.

- Redesigned teacher-led instruction presentations for branding and engagement: providing innovative, animated and engaging design in PowerPoint and Storyline.
- Canvas LMS: developed assessed knowledge checks, discussion groups, course survey, tracking and completion requirements.
- The program is a huge success and contributes to increased student outcomes. It brought college-wide leadership to recognise my client's success and request private presentations for various departments.

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

Instructional Designer II, eLearning Specialist

The Service and Training Desk at Advancement Services supports department analysts and fundraisers to learn the software that accesses information from the database of record. I was developing online courses to replace teacher-led training in both commercial and proprietary software. I also managed the department website.

- Authoring: Articulate 360 (Storyline, Replay), Photoshop, Audacity, SnagIt
- Communications: Service Now, Confluence, Trello, Slack, MS Project, SharePoint
- Software Training on: Advance Database, Michelangelo Pro, Power BI, Blackbaud
- Methodology: Adult learning theory, gamification, Action Mapping, Assessments
- Web: Sitefarm — UC Davis' homegrown Drupal-based CMS.

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

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

Working with 120 students across two classes (with 1 primary teacher each) at the fulfillment center. Instruction via lecture, one-on-one, and small group 'breakaway' sessions.

- HTML5, CSS3, JavaScript, JQuery, JSON, Application Development Fundamentals
- Project Management principles, including Agile and Waterfall
- Instructional materials (additional to docs provided).

MYOB - Christchurch, New Zealand, 2016-2018 (short break Aug 2018-Nov 2018)

Change Manager / Project Coordinator (Process Improvement Team)

Strategized change management directives, surveyed and documented needs analysis, communicated change through effective and informative presentations, including the “why” and “how”, and identifying “change champions” for grass roots efforts.

- Reviewed NPS & CSAT customer comments - categorizing, reporting, and analyzing to reveal opportunities for enhancement across products and services
- Designed, composed and edited call scripting modules and help desk articles
- HTML/CSS/JS, Zendesk, Slack, Agile, Kanban, Photoshop, Keynote & PowerPoint, ServiceNow, Call Scriptor & Genesys

Client Experience Improvement Specialist (Tier 3)

The CXI team provides support for product and service escalations, including upskilling and coaching initiatives. Advising and analyzing process and product enhancement opportunities.

- Increased agent’s customer satisfaction ratings by developing and presenting seminars for service staff to leverage brand initiatives.
- 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.
- Composed and updated knowledge base articles.

Ginger Gecko Web, New Zealand and USA 2009 – 2018

Owner / Web Designer / Copy editor

Designed, developed and maintained websites and engagement initiatives for small business clients, producing sites that reflected their brand with intuitive UI and best SEO practices. Sites built in Sublime Text for HTML/CSS/JS, WIX, and Shopify. Client’s assets and other design elements were modified in Photoshop. Newsletters and marketing collateral created in Adobe InDesign.

Education & Training

Cal State University in Sacramento (2018/2019)

Certificate Program, Instructional Design for eLearning. Course completed March ‘19

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

California State University, Dominguez Hills (2017)

2 Online Courses in Assistive Technology (Intro and Basic) – 11 weeks each

Nelson Marlborough Institute of Technology, New Zealand

Course: Internet Principles, Awarded Top Student in my class.

University of California at Irvine, Bachelor of Arts

Various Day+ Seminars

- Managing Conflict (1 day) and Cultivating Collaboration (1 day) at NZIM
- ITIL Foundation Certification in IT Service Management (5 days)
- Change Management Principles (2 days)
- The Agile Development Cycle (2 days)
- Presentations with Impact (1 day)
- Activating your “A” Game (1 day)

Volunteer Work

Stella’s Stars High School

I am on the board of a foundation that raises funding to build and educate orphaned teens in Chebukuyi, Kenya. I provide digital design and development in service to our fundraising efforts. View the [website](#) I designed and maintain.

Letters of Recommendation

Shawn Pearson, Full Stack Software Developer at Oracle for Oracle University and Cloud Learning (Instructor at Amazon[CCI]):

...I know from direct feedback from students that she provided excellent one on one support. I personally saw that she was patient, friendly, and insightful with all her student interactions. Her experience with the design aspects of web development also helped her **explain in lay terms many of the more technical concepts**. Overall, she was a pleasure to work with, and **I would jump at the chance to work with her again. She added value to nearly every aspect of the course, and would do well working with any group or team in a technical or creative capacity.**

Steve Targus, Call Center Manager at MYOB in New Zealand:

I had the pleasure of working with Julie for a couple of years at MYOB during a time of huge change for our organisation. **Julie was very quickly identified as someone who would walk over broken glass for her clients, and it was because of this passion, that we were initially able to move her into a specialist role where she became responsible for improving how the rest of the team worked with our client base.** Following this role, we were able to create a project manager role within our internal process improvement team, and I don't think this role could have been done any better by anyone else. **Julie's passion for the client, alongside her always striving to help improve the performance of others will make her successful in anything she chooses to be. Would I hire her again? – In a heartbeat.**

Rebecca Burns (last direct manager at MYOB)

Julie is a fabulous team contributor and consistently goes above and beyond to find the best solutions to complex problems that her colleagues and clients face. **Julie's passion for customer experience and process improvement, stakeholder engagement skills and innovative ideas make her an invaluable asset to any team or organisation seeking continuous improvement.** Julie's high attention to detail and strong work ethic make her an ideal candidate for various roles and she is highly recommended and missed by her team at Myob.

Tony Levitan (Owner/President at Egreetings Inc in SF at the time)

Over my career I have had the pleasure of working with a number of seriously talented customer-focused professionals. And, they could all learn a lesson or three from Julie. Jules joined my company, Egreetings, as a customer service rep and then **fueled her rocket-like ascent through the organization with her positive energy, astute understanding of the vital intersection between products and customers who experience them, charming demeanor (even under intense pressure), and admirable capacity for 'figure shit out' while navigating the VUCA [volatility, uncertainty, complexity, and ambiguity] environment of a start-up.** I recently reconnected with Julie following her protracted stay down under (New Zealand). If only my current organization had a role appropriate to leverage her myriad talents, I'd scoop her up in a heartbeat (and would likely keep the content of this recommendation to myself, lest it encourage others to compete with me in employing Jules). Alas, some other fortunate company will benefit from her vast talents, and I'll just envy them from afar.