Julie Paulin

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

~ Learning Experience Designer ~
Delivering engaging learning solutions
from investigation and scoping to development and deployment.

Experience

UP Education (Eddy), Remote from New Zealand, March 2022-*present*
Learning Designer
- Oversee the full end-to-end delivery of vibrant and engaging distance and blended learning experiences for students of various tertiary education providers in New Zealand, including Yoobee College of Innovation, New Zealand Management Academies (NZMA), New Zealand Institute of Sport (NZIS), and Swinburne University, and Colab out of Australia.
- Collaborate with subject matter experts and administrators with a sense of camaraderie and shared vision from scoping the project and development to the final QA acceptance check.
- Direct and guide the production team from concept and analysis to development, design, and delivery, communicating milestones and project status clearly and regularly.
- Paraphrase student objectives and instruction using Bloom's Taxonomy to foster connection.
- Employ research-based methodologies such as Action Mapping, ADDIE, Merrill's Principles of Instruction, and Gagne's Nine Events.
- Design meaningful and engaging activities, specific feedback, and constructive alignment with assessment material and conditions.
- Using AI to augment my work in scenario building, distractors, activity content development, context, and language clarity and tone.

Like-Minded, Christchurch, NZ, January 2021 – March 2022
Learning Designer
- Collaborated with our clients in workshops to scope and plan new online courses.
- Developed course outlines targeting stated objectives.
- Wrote detailed storyboards 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.
- Developed assessed knowledge checks, discussion groups, course surveys, tracking, and completion requirements in Canvas.

UC Davis, Davis, CA, USA, November 2019 – June 2020 (contract position)
Instructional Designer II, eLearning Specialist
Developed Articulate Rise-based online courses to replace teacher-led training for students learning Power BI alongside their proprietary database software. I also managed the departmental website.

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. Teacher-led 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
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 identified "change champions" for grassroots efforts.
- Created call scripting modules and help desk articles
- HTML/CSS/JS, Zendesk, Slack, Agile, Kanban, Photoshop, Keynote & PowerPoint, ServiceNow, Call Scripter & Genesys

Client Experience Improvement Specialist (Tier 3)
The CXI team provided support for product and service escalations, upskilling, and coaching initiatives. Advised and analyzed process and product enhancement opportunities.
- 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, 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.

Education & Training

Southern Institute of Technology | Te Pūkenga, Distance Learning (2023)
- Course: LDP602 Design for Learning

Cal State University, 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

University of California at Irvine, Bachelor of Arts

Volunteer Mahi

Stella's Stars High School
I am on the board of a foundation that raises funds to build a school 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 continue to manage: stellasstarshighschool.org/