

Creative and thoughtful learning experience designer and curriculum developer boasting 25 years of developing business and non-profit F2F and virtual learning initiatives seeking opportunities to create learning and instructional content to enhance performance, practices, and outcomes among learners of all types.

## Skills

Blended & F2F Learning

Coaching & Consulting

Content & Course Development

Content Research

Learning Asset Development (white papers, best practices, job aids, blogs, etc.)

Facilitation

Curriculum Mapping

Needs Analysis & Assessment

Project Management

Storyboarding & Scripting

Substantive Editing

## Experience

1996 - present

### Owner-Independent Contractor

*Michele Israel Educational Writing & Consulting*

- Research, design, and develop relevant, engaging, and creative solutions to support learning needs of educational, non-profit, and business entities .
- Partner with stakeholders to reveal and develop learning opportunities that achieve desired outcomes.
- Conceptualize and develop interactive blended learning experiences delivered through live and digital learning platforms such as Captivate, PowToons, Articulate Presenter & Storyline, and Articulate RISE/360.
- Storyboard interactive scaffolded outcomes-based learning content.
- Collaborate with SMEs to author learning and instructional collateral.
- Inform visual elements of products with creative and development teams.
- Review content to propose revisions and multimedia enhancements.
- Coach L&D teams on learning strategy, design, and implementation.

### Select Learning Experience Design Projects

Project highlights; visit [www.micheleisrael.com](http://www.micheleisrael.com) for additional work experience.

2013 - 2017

### POV Documentary

*Curriculum Developer*

- Conceptualized and create lesson 19 digital lesson plans for middle and high school students, aligned with curricular standards and guidelines, that generated over 470,000 unique page views throughout 2015.

# Michele Israel

## Learning Experience Designer

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### LinkedIn

[www.linkedin.com/in/micheleisrael](http://www.linkedin.com/in/micheleisrael)

## Certificates

ATD Instructional Design & Designing Learning

The Right Question Institute

Authentic Education, UbD

Global Learning Partners,  
Foundations of Dialogue Education

NoVoEd, Foundations of Learning Experience Design

InSync Training, Virtual Classroom Design Mastery Series

IDEO Foundations in Design Thinking  
PM4Dev Fundamentals of Project Management

## Software

Adobe Photoshop / DocuTools / DonorSnap / Dropbox / Google Docs / MailChimp / Office 365 / PowerPoint / Skype / Slack / Squarespace / Trello / Webex / WIX / Wordpress / xtensio / Zoom / WebEx

## Education

### Columbia University

M.A. in Educational Administration

2011 -  
2012

**School Specialty: Premier Planners**  
*Content Developer*

- Created over 80 middle and high school lesson plans (and parent newsletters) accompanying theme-based planner centered on Coach Wooden's Character of Life principles delivered students in thousands of classrooms across North America to help them manage their tasks, set academic goals, balance their priorities, and plan for their futures.

2007

**National Academy Foundation/Pearson**  
*Curriculum Developer*

- Created student-centered and project-based lesson plans for an eight-part hospitality course, one portion of a comprehensive vo-tech program for high school students around the country.

2014 -  
2016

**Frost Valley YMCA**  
*Curriculum Developer*

- Designed five learning modules on healthy eating, gardening, and physical activity, with facilitator guides, for a summer camp comprised of 250 staff and 4000+ youth participants.

2018 -  
present

**Seyfarth Shaw at Work**  
*Learning Experience Designer*

- Create, inform, and edit F2F and virtual training content focused on legal topics associated with workplace harassment, completed staff work, etc., for human resource and compliance departments of corporate and municipal entities.

2017 -  
present

**InSync Training**  
*Learning Experience Designer*

- Support multiple projects for this leading blended learning provider recognized by Inc. 5000 as one of the fastest growing privately held companies in the US.
- Designed learning evaluation program for 24 global Novartis employees to encourage evaluation of learning efforts to determine evidence-based impact.
- Created course content and accompanying participant guides for a Dropbox Business program for global companies.
- Developed a variety of multimedia content for the *Custom Learning HUB*, a curated collection of learning programs for practitioners throughout the eLearning industry.

2009 -  
present

**ASCD**  
*Content Developer*

- Produce professional development content on current K-12 educational topics for learning channels of the award-winning PD in Focus, targeting 125,000+ members in 138 countries and 50,000+ educators in 100 of the largest U.S. school districts.

2018 -  
present

**Phylise Banner Consulting**  
*Learning Experience Designer*

- Created and refined comprehensive online courses for State University of New York (SUNY) Open Educational Resources (OER), designed to introduce instructors throughout the SUNY system to OER usage and policies.

2016 -  
2018

**Northeast Brooklyn Housing Development Corporation**  
*Learning Experience Design Consultant and Coach*

- Informed curriculum design for a three-tiered, multi-week intensive nutrition, cooking, and food justice training program serving 90+ community youth.
- Realized 83% to 100% effectiveness related to nutrition discernment, enhanced cooking skills, improved group facilitation, and nutrition advocacy.
- Consulted on cooking and food justice program for 50+ community members to improve nutritional health through plant-based diets.

2017

**NYC Health & Hospitals Corporation**  
*Learning Experience Designer*

- Designed eight-session informal peer education training, with facilitator guide, to enhance health awareness and self-care among 50+ adults living with HIV/AIDS.

2015

## **Tiffany & Company**

*Learning Experience Designer*

- Composed eLearning storyboards for mandated workplace training.

2012 -  
2014

## **Aspiranet**

*Learning Experience and Instructional Designer*

- Created a seven-module eLearning course, with Articulate Presenter for 500+ California-based foster parents learning to negotiate their foster child's developmental, behavioral, and emotional needs.

2017

## **IEEE**

*Curriculum Developer*

- Developed curriculum and facilitator guides to supplement videos on technical standards for global college professors and students; modified materials for Chinese academics.