

# Debbie LeAnce, MS

Learning Program Manager | Sr. Learning Experience Designer | Analysis & Strategy

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**Professional Summary:** I help take learning programs to the next level and/or build them up from scratch. I bring to the table a healthy mixture of academic book smarts with “on the ground” experience; this means that I have pedagogy and research-based strategies influenced by 10+ years of challenging experiences transforming learning programs. I have sharp instincts for UX/UI design principles and research methods. I demonstrate leadership and drive inclusive team cultures across hybrid and remote teams. I find new ways to visualize and leverage data to increase success. I approach problems with a 360 lens and identify with the concept of extreme ownership. I am relationships-based, mission-driven.

## Work History

- ◇ **May 2022 - Current**  
**Software Instructional Designer (Contract, Remote)**  
*AMN Healthcare, Dallas, TX*
  - Ownership over the learning program and strategy for AMN’s proprietary product (Medefis) driving success to internal employees, vendors and clients
  - Assess and improve complex multimodal learning paths, including all existing content for Medefis, identifying areas for growth, creating objectives, and in January 2023, I launched a step-by-step plan to drive engagement and improve branding of learning content amongst users (internal and customer facing)
  - Drive and measure impact; designed the first ever learning engagement plan with the above-mentioned objectives and benchmarks marking 300% growth within 2 quarters.
  - Launched first iterations of a user voice survey measuring success and revealing areas for improvement
  - Foster relationships with business and product stakeholders. Balance and prioritize organizational needs with multiple other constraints. Manage timelines for multiple projects involving various SMEs and stakeholders.
  - In February 2023, I co-launched the first Software Delivery Steering Team, with the goal of effectively translating technical concepts and code and deliver them into the hands of internal users (account managers) to ensure customer success and meet organizational goals
  - Work closely with the product team and L1-L3 Support Team to identify learning needs, develop content for feature releases, act as technical writer, and more
  - Train and onboard new instructional designers

## Tech & Software

- ◇ **Graphic Design, Ideation, Prototype Tools** (Snagit, Canva, Miro, Figma, PPT, light Photoshop)
- ◇ **E-Learning SCORM Authoring Tools** (Adobe Captivate, Articulate Storyline, iSpring)
- ◇ **Video Editing & Production** (Camtasia, iMovie, Powtoons, Vyond, light Premiere Pro)
- ◇ **Digital Adoption Tools** (certificates with WalkMe, Whatfix)
- ◇ **LMSs** (Workday, Canvas, Moodle, Blackboard, TalentLMS, some Docebo)
- ◇ **CRM** (Salesforce)
- ◇ **Project Management** (Asana, Jira, Notion, Monday)
- ◇ **Team & Office Tools** (Microsoft, Sharepoint, Confluence, G-Suites, Office, Slack)
- ◇ **J-Query/CSS Selectors** (some HTML)
- ◇ **Data Visualization Tools** (VIUR, PowerBI, novice DataRobot)
- ◇ **Intercom, Zendesk, HelpScout**

## Skills

- ◇ **Adult Learning Theory | ADDIE**
- ◇ **Organizational Change Management**
- ◇ **Program Evaluation & Analysis**
- ◇ **Product Management | UX/UI Design**
- ◇ **Evaluation & Assessment Methods** (Kirkpatrick Model)
- ◇ **Training, Workshop, Conference Facilitator**
- ◇ **Needs Assessment | SME Relationships**
- ◇ **Content & Project Management**
- ◇ **Microlearning, Instructional Videos, in-app tutorials and pop-ups, shoutouts, smart tips** both from 3rd party apps like WalkMe and Whatfix and within native app code
- ◇ **QA Testing | Usability Testing**
- ◇ **Style Guides, Prototypes, Storyboards**

◇ Mar  
2021  
- Jul  
2022

## **Learning Experience Designer (L&D) (Remote)**

*Doma fka States Title, San Francisco, CA*

Project Management for Learning, Development and Organizational Change, including:

- Attend regular change management meetings with senior leaders and design learning solutions that support company initiatives
- Evaluate effectiveness of learning strategies and develop improvements
- Effectively communicate metrics and learnings with senior management; develop plans that capture the vision of business needs
- Implement multiple learning methods company-wide, including live sessions,
- instructional videos, job aids, and managing L&D company web-page

Learning pathway evaluation and design for Management Recruitment and Leadership Development, and Compliance, including:

- Manage distinct learning pathways including recruitment training, emerging leaders training, unconscious bias in hiring practices, and more
- Content creation included: Powtoons video production then transferred into SCORM modules in Captivate; 8-module learning pathway architecture; job aids; foster and nurture stakeholder
- SME relationships

Enterprise software implementation and digital adoption solutions architect:

- Project manager to select and manager vendor for digital adoption tool, comms with IT and senior leaders
- Manage internal implementation of Whatfix, training and onboarding new designers
- Used Whatfix digital adoption too to create Smart Walk-Throughs (SWTs), smart tips, build resources menu, onboarding tasks in support of company-wide change management team to implement to Workday as HRIS and LMS
- Additional enterprise software training initiatives, some company-wide, some team specific, and job aids; evaluate user data, improve adoption, drive multiple iterations.

◇ Jul 2018  
- Apr  
2021

## **Senior Manager, Customer Success & Education | Product Manager (Remote w/travel)**

*Actively Learn acquired by Achieve3000, Seattle, WA*

- Given the early-stage tech startup culture of Actively Learn, my roles were multi-hat.
- Use expertise of adult learning theory to evaluate, improve and build and scale customer education. This included: *design live training formats, themed workshop design, train-the-trainer PPTs; designed and piloted the company's first asynchronous training modules, managed vendor relationships of LMS and consultants to support in architecture of these learning pathways; conducted user research of asynchronous learning modules*
- Customer facing role, traveling and meeting with fostering relationships, performing in depth needs assessments and designing implementation plans and fulfilling unique training needs.
- Drive Effective Customer Success Strategies: Develop KPI's for individual customers, then evaluate effectiveness of training methods and drive improvements.
- Acted as the customer's first personalized support provider and supported Support Team in content creation and building/designing in-app support.
- Multimodal Learning Development and Management: I developed new learning pathways, asynchronous SCORM modules, job aids, train-the-trainer PPT; I also supported the company's professional development certification program.
- Change Management responsibilities during company acquisition to Achieve3000. Developed relationships with key stakeholders within the acquiring company, captured vision and business needs and brought that back to my team. In turn, acted as a middle person to communicate and drive transparency across teams.
- Facilitated workshops delivering customer success and learning strategies to multiple teams within the acquiring company's structure
- Learning Management for onboarding team members: designed & managed LMS content to onboard new team members while onboarding hundreds from the acquisition via delivery of customized internal training workshops focusing on product education and data dashboards.

- Project Management with Data Visualization: worked extensively with data scientists to design and launch data dashboards that evaluate training effectiveness of team company wide.
- Product Management: engaged in weekly and seasonal product decisions, UX research, product road mapping contributions, UI prototype contributions, occasional in-app support guidance, and offering leadership in developing pathways to communicate customer facing needs to feed into engineering sprints and product task boards.

- ◇ **Sep 2008 - Jul 2018** **Teacher** | acting as: **Learning Program Manager | Technology Learning Coach**  
*Pomona Unified School District, Pomona, CA*
  - Founded, launched and managed a **Blended Learning Design Team** consisting of approximately 10 employees; evaluated team performance, strategic management
  - Transformed the learning program for a small, online school from paper-packets to multimodal learning portfolios, including third-party apps, LMS driving cutting-edge strategy to increase customer (student) performance
  - Responsibility for training and onboarding all adult learners to selected SaaS technology products and customer users
  - Instructional design, videos, software implementations management, and teacher coaching
  - Managed all SaaS vendor contracts and relationships, budget management
  - Designed & facilitated workshops and conducted one-on-one training to educate team members

## Education

- ◇ **Aug 2015 - Dec 2016** **Masters of Science, Instructional Science and Technology**  
*California State University, Monterey Bay*
- ◇ **Sep 2001 - Jul 2004** **Bachelors of Science, Environmental Science**  
*University of California, Riverside*
- ◇ **Sep 2020 - Jan 2021** **UX/UI Bootcamp** (5-months participation, no degree) *Springboard*

## Professional Learning

### Adobe Trainings:

- ◇ Jan 2018 Captivate - 10 or 2017 Refresher Training (2-days)  
*(Ideas Training Solutions)*
- ◇ Dec 2018 Captivate - 2019 Training Class - Advanced (3-days)  
*(American Graphics Institute AGI Training)*
- ◇ Fall 2021 Captivate - One-on-One Tutorial Sessions (4 one-hour sessions)  
*(Paul Wilson Captivate Teacher)*
- ◇ Fall 2021 Adobe Summit 2021 *(JavaScript in Captivate; Photoshop Workshop; Premiere Pro Workshop; Instructional Design Project Management Workshop; Virtual Reality Workshop; others)*

### WalkMe Digital Adoption Institute Courses:

- ◇ Aug 2022 WalkMe Digital Adoption Technical Training (estimated 60-hour online course)
- ◇ Apr 2023 WalkMe Digital Adoption Project Management Training  
(IN-PROGRESS; estimated 60-hour online course)

### Whatfix Digital Adoption Professional Learning Courses:

- ◇ Fall 2021 Whatfix Digital Adoption Technical Training (estimated 40-hours live instructor training)

## Awards, Grants, & Conference Presenter

- ◇ 2004      *“Women Who Make a Difference Award”* by the University of California’s Chancellor’s Committee on the Status of Women
- ◇ 2011      *“Cesar Chavez Service Award”* by the Pomona Latino/a Roundtable, honored side by side with Cesar Chavez’s grandson.
- ◇ 2012      *“Family Hero Award”* at the 15th Annual Celebration of Excellence Awards by the Inland Valley News.
- ◇ 2012      *“Teacher Initiated Inquiry Projects”* \$30,000 grant awarded by UCLA which opened my path towards analyzing and designing adult learning.
- ◇ 2015      \$5,000 National Educators Association (NEA) Student Achievement Grant exploring *“Healthy Communities and Food Justice”*
- ◇ 2018      *“E-Learning Interactions: Pedagogy and Application.”* Conference Presenter at California Consortium for Independent Studies (CCIS).