

Debbie LeAnce, MS

Learning Program Manager | Sr. Learning Experience Designer

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I approach problems with a 360 lens and resonate with extreme ownership. My skill set is diverse with expertise in curating, designing and transforming learning content and learning pathways, while also deeply concerned with learner experience and retention. SaaS has always been a central focus from the angle of vendor selection and contract management while overseeing internal training flexing to managing customer facing SaaS education and training pathways externally. Pick an authoring tool or technology of choice and I will either have expertise in it or can pick it up promptly. I have not framed my career over specific authoring tools but rather the discernment and lens behind when and how to leverage a given tool.



Technology Expertise

- ◆ **Graphic Design & Collaboration Tools** (Snagit, Canva, Miro, Figma, PPT, light Photoshop)
- ◆ **E-Learning SCORM Authoring Tools** (Adobe Captivate, Articulate Storyline)
- ◆ **Video Editing and Production** (Camtasia, iMovie, Powtoons, Vyond, light Premiere Pro)
- ◆ **LMSs** (Canvas, Moodle, Blackboard, TalentLMS, iSpring)
- ◆ **CRM (Salesforce) | Project Management Tools** (Asana, Jira, Notion, Monday)
- ◆ **Novice Developer Skills** (jQuery and CSS selectors, novice JavaScript and HTML)
- ◆ **Team and Office Tools** (G-Suite; Microsoft including - Teams, Sharepoint, Word, Excel; Confluence)
- ◆ **Digital Adoption Tools** (Certified by WalkMe DAP Institute; Whatfix Design)



Skills

- ◆ **Learning Pathway Architect | Solutions Design**
- ◆ **Adult Learning Theory | Instructional Strategy | ADDIE | SAM | Kirkpatrick Model**
- ◆ **SCORM | Instructional Videos | Job Aid & QRGs | JIT Learning | Microlearning | Simulations**
- ◆ **Relationship Building | SME & Stakeholder Collaboration**
- ◆ **Customer Experience & Digital Adoption Expert**
- ◆ **Project Planning | Vendor Negotiations | C-Level Evidence Presenting | Vision Casting**



Work History

- ◆ **May 2022 - Current** **Software Instructional Designer (Contract, Remote)**
AMN Healthcare, Dallas, TX
 - Learning experience designer and learning content owner of a VMS platform (Medefis - MDF)

- Be a pedagogy expert while designing and assessing multiple content types across MDF-VMS platform (adult learning theory, LX/UX/UI design principles, etc)
- Primary WalkMe solutions designer and owner for any learning content on MDF-VMS
- Work closely with stakeholders (Dev/Product/Business) in identifying needs and proposing strategy and design of solutions that drive user success and customer retention
- Leverage all available metrics (WalkMe Insights, tracked events, 3rd-party data provider New Relic, standing calls with business and Support) to both identify new learning needs and to evaluate and improve existing content
- Provide intensive onboarding support and mentorship of new team members (technical guidance, pedagogical tutorials, structured instructional sessions)
- Worked closely with Product Owner and Sr Product Manager to launch the first of its kind Software Delivery Steering Committee
- TECHNOLOGY SUMMARY:
- Use Miro to storyboard and communicate Learning Engagement Plan and Software Delivery Plan across company
- Microsoft Word to curate QRGs and JAs, Teams for comms, Sharepoint and OneDrive for files
- Jira and formerly Notion for project management; Confluence and Azure for projects and comms with Product
- Articulate Rise360 for Product Enhancements Release Notes (primary owner and author for all MDF-VMS)
- Articulate Rise360 for monthly Learning Content Updates
- Snagit for step-by-step instructions and most any screenshot or photo manipulation
- WalkMe JQuery and CSS selectors for SWTs, SmartTips, Tracked Events, and Data Funnels

◆ **Mar 2021 - Jul 2022** **Learning Experience Designer (Remote)**

Doma fka States Title, San Francisco, CA

- Learning and Organizational Development (L&D) and Change Management
- Scope, plan & build, implement and evaluate training programs
- Develop and implement updating training programs for employees ranging from small cohorts or company-wide initiatives
- Design and manage programs including: Leadership Development, Recruitment Training, Workday Onboarding
- Video production, SCORM e-learning modules, Job Aides, VILT, increased interactivity
- TECHNOLOGY SUMMARY:
- Project manager tasked at vendor selection, contract and onboarding of enterprise level Digital Adoption Tool - Whatfix
- Microsoft Teams for comms and Slack; designed and organized Sharepoint pages and file directories; Word for QRGs and similar
- Articulate Rise360 for QRGs and e-learning content
- Adobe Captivate, Camtasia, Powtoons, Vyond, Articulate Storyline for SCORM and/or instructional videos
- Snagit for step-by-step instruction, imports into videos or SCORM files, etc
- Brought interactive videos to the team, scouting out vendors using Mindstamp
- Lead change management to Workday LMS and Workday HRIS
- Built digital adoption content using Whatfix on Workday, using JQuery selectors

◆ **Jul 2018 - Apr 2021** **Senior Manager, Customer Success & Education (Remote w/travel)**

Actively Learn acquired by Achieve3000, Seattle, WA

- Training, onboarding and implementations, and manager of customer life cycle subscription to mission-driven ed-tech SaaS product during early stages of startup
- Vision cast and design the company's first asynchronous learning pathway using SCORM modules, TalentLMS (later Blackboard), conducted user research on early iterations SCORM training modules, developed and supported user certification program
- Created company's first set of content with job aides and designed train-the-trainer PPTs
- Digital adoption using our own platform - worked with Developers and Support to red route and wireframe new in-app pathways to launch new features or improve usage of underutilized features
- Design and implement onboarding training for new employees

- Monitored metrics and developed actionable insights to improve efficiency and performance.
- Account management, triage and strategizing threats to renewal, act as relationship manager, customer experience with 95% renewal rate, over \$2M in expansions
- TECHNOLOGY SUMMARY:
- Asana for tracking feature requests, comms with Developers and Product Team, created Asana boards specifically for Success/Education Team onboarding of new hires.
- Slack channels for all internal comms and create and manage some shared customer Slack comm channels
- Snagit for screenshots, Pixlr (free like Photoshop), Camtasia for instructional videos
- Adobe Captivate for SCORM, iSpring for some asynchronous content authoring with Achieve3000
- Responsible for vendor selection of TalentLMS for the creation and design of asynchronous customer education; later migrated to Blackboard LMS to launch SCORM modules.
- Figma and Miro to develop wireframes, prototypes and red routes between Customer Education and Dev/Product Team
- HIGHLIGHT: I curated, designed and led dozens of live webinars at the onset of COVID school closures with educational leaders across the globe.

◆ **Sep 2008 - Jul 2018** **Teacher | Learning Program Manager | Technology Learning Coach**
Pomona Unified School District, Pomona, CA

- Transparency: my legal title was always "Teacher" but I lived in various roles during my tenure. Ask me more!
- Instructional design, videos, software implementations management, and teacher coaching
- Founded & launched and managed a Blended Learning Design Team, evaluated team performance, strategic management
- Launched vision and transformation of learning program
- Managed all SaaS vendor contracts and relationships, vision casting to leadership and launching for full time implementation
- Managed multiple strategic projects with numerous sub-projects or workstreams
- Designed & facilitated workshops and conducted one-on-one training to educate team members
- Dedicated to multiple sites as Technology Learning Coach to adult learners (teachers, administrators) and students in supporting all of our selected SaaS technology and the vision behind each product
- TECHNOLOGY SUMMARY:
- LMSs include: Blackboard, Moodle, Powerschool
- Authoring tools include: Adobe Captivate for SCORM modules and learning pathway for new teacher training
- PPTs for presentation, Powtoons for instructional videos, Voicethread for interactive collaboration across static images
- Vision cast and launched a multi-school wide adoption of interactive videos (first Zaption, later bought by Workday, then EdPuzzle)
- Was Technology Coach during the onset of SSO across the organization, incredible stories



Education

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| ◆ | Aug 2015 - Dec 2016 | Masters of Science, Instructional Science and Technology <i>California State University, Monterey Bay</i> |
| ◆ | Sep 2001 - Jul 2004 | Bachelors of Science, Environmental Science <i>University of California, Riverside</i> |
| ◆ | Sep 2020 - Jan 2021 | UX/UI Bootcamp (no degree) <i>Springboard</i> |