

Debbie LeAnce, MS

Sr. Learning Experience Designer | WalkMe & Whatfix Developer

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Approach problems with a 360 lens and resonate with extreme ownership. 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.

Software

- ◆ Graphic Design & Ideation (Snagit, Miro, Canva, Figma, more) ◆◆◆◆◆ Excellent
- ◆ Articulate Rise360 & Storyline ◆◆◆◆◇ Very Good
- ◆ WalkMe & Whatfix ◆◆◆◆◆ Excellent
- ◆ Video Authoring Tools (Camtasia, Adobe Premiere Pro, VYond, Powtoons) ◆◆◆◆◆ Excellent
- ◆ JavaScript & CSS ◆◆◆◇◇ Good
- ◆ Adobe Captivate ◆◆◆◆◇ Very Good
- ◆ LMSs (multiple), CRM (Salesforce), Project Mgmnt (Asana, Notion, Jira, Azure ADO) ◆◆◆◆◇ Very Good

Skills

- ◆ E-Learning Design & Evaluation
- ◆ Adult Learning Theory, Instructional Strategy, ADDIE/SAM
- ◆ SCORM & Instructional Videos, Job Aides/QRGs, Microlearning, & JIT Learning

◆ User Experience (UX) & Customer Experience (CX) Obsessed

◆ Digital Adoption & User Retention Expertise

◆ Formal & Informal Needs Assessment / SME & Stakeholder Relationships

◆ User Metrics/ Data Analysis



Work History

◆ **Sep 2023 - Senior Instructional Designer | WalkMe Developer**

Current

AMN Healthcare, San Diego, CA

- Full-time 1099 contractor, Remote
- WalkMe designer, developer, QA, content audit & management on Salesforce Classic, Lightning, and Job Science
- Support a company initiative driving more users through change management from Salesforce Classic migrating to Lightning
- Improved my skills on JavaScript selectors, custom CSS script, BB Code, and other technical skills
- Project Management using Jira, then Azure/ ADO; additional tools: Snagit, Rise

◆ **Jul 2023 - Senior Instructional Designer | Whatfix Developer**

Feb 2024

AltaMed Health Services Corporation, Commerce, CA

- Full-time employee (FTE), Hybrid until 9/23, then Part-time Remote through 2/24
- Developed thorough design documents and training plans utilizing effective instructional methods.
- Provided job analysis in line with instructional design principles for successful mentoring.
- Manage digital adoption project of Whatfix with high stakes Workday change management plan
- Vendor management, content curation, software manager of all Whatfix content on Workday
- Training new team members to Whatfix
- Regular meetings with Change Management team, super users, cross-business stakeholders, IT, HRIS and more
- Supported and developed live training for Recruitment modules on Workday, Payroll, Performance Management, Manager roles, and more
- Live Trainings (virtual and in person), software tools include: Camtasia, Snagit, Rise, Storyline, PPT, Excel, Sharepoint, etc

◆ **May 2022 - Software Instructional Designer | WalkMe Developer**

Jun 2023

AMN Healthcare, Dallas, TX

- Full-time W2 contractor, Remote

- Learning experience designer and learning manager of VMS platform (Medefis - MDF) and all supporting learning materials
- Be pedagogy expert while designing and assessing multiple content types across MDF-VMS platform (adult learning theory, LX/UX/UI design principles, etc)
- Audit all existing content; revise all existing job aides from PPT to PDF, scope business needs for new content, brought WalkMe to new level of engagement and utility on Medefis
- 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

Mar 2021 -
Jul 2022

Learning Experience Designer | Whatfix Developer

Doma (formerly Known As States Title), San Francisco, CA

- Full-time employee (FTE), Remote
- Learning and Organizational Development (L&D) and Change Management
- Scope DAP vendors then manage vendor relationship and implementation of Whatfix during a Workday launch
- Build relationships with SMEs and design/develop/publish all Whatfix content supporting Workday go-live modules of: Benefits, Payroll, Performance Management, and more
- 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 training programs including: Leadership Development, Recruitment Training, Workday Onboarding
- Video production, SCORM e-learning modules, Job Aides, VILT, increased interactivity
- Software: Captivate, Rise, Storyline, Camtasia, Snagit, Miro, Figma, Calendly, Excel, PPT, and more

Jul 2018 -
Apr 2021

Sr. Manager, Customer Education and Success

Actively Learn, Seattle, WA

- [Remote with travel 40%] Training, onboarding and implementations, and manager of customer life cycle subscription to mission-driven ed-tech SaaS product during early stages of startup
- Design and launch multiple iterations of asynchronous SCORM training modules, job aides, PPTs
- Design and inform in-app support leading to digital adoption

- 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

◆
 Sep 2008 -
 Jul 2018

Teacher | Learning Program Manager | LXD | 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
- Select and manage SaaS vendor contracts and relationships supporting program initiatives
- Managed multiple strategic projects with numerous sub-projects or workstreams
- Designed & facilitated workshops and conducted one-on-one training to educate team members

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 Aug 2006 -
 Jul 2008

Secondary School Science Teacher

Jurupa Unified School District, Riverside, CA

- Trained in SIOP Method for Sheltered English Instruction, Data Leader



Education

◆
 Aug 2015 -
 Dec 2016

Master of Science: Instructional Science And Technology

California State University - Monterey Bay - Seaside, CA

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 Sep 2001 -
 Jul 2004

Bachelor of Science: Environmental Science

University of California, Riverside - Riverside, CA

◆
 Aug 2020 -
 Jan 2021

No Degree: UX/UI Bootcamp

Springboard 2020 - 2021 - Online

◆
 Jun 2022 -
 Jul 2022

Digital Adoption Technical Study

WalkMe Digital Adoption Institute