



# Katherine Robbins

Learning Experience Designer

## Contact

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## Education

### ABD in Instructional Design and Technology

University of Nebraska, Lincoln | Lincoln, NE | 2013 - present

### M. Litt in Shakespeare & Performance

Mary Baldwin University | Staunton, VA | 2005 - 2007

### BA in English Literature

University of Mary Washington | Fredericksburg, VA | 2000 - 2004

## Dissertation Research

### Shakespeare 5.0: The Rise and Fall of Interactive Digital Shakespeare Editions (2022)

Research Methodology: Content Analysis

## Skills

### Design Theory

Active Learning | Learner-Led | Social Constructivist | Schank's FREEDOM Criteria | Mayer's Design Principles | Training & Development | Adult Learning Theory

### Consulting

Needs Assessment | Onsite Client Interviews | Interview Data Coding | Training Material Analysis | Report of Findings | Design Thinking Workshops

### Project Management

Schedules | Interviewing & Managing Freelancers | Managing Client Relationships | Maintaining Deadlines

### Coaching & Supervising

Onboarding | Reviewing Work and Providing Feedback | Contributing to Development of Staff Members

### Media Development

Storyboards | Videography | Script Development | SME Interviews | Vyond Animation | System Demos | Infographics

### ID Tools

LMS | Photoshop | Piktochart | Storyline | Camtasia | Captivate | Adobe Photoshop | Up.tale (VR)

## Direct Experience

**SYKES Digital Services > Digital Learning | Chicago, IL - Remote | 2015 - present**

### SR. MANAGER, INSTRUCTIONAL DESIGN, 2021 - present

- Directing the design, development and implementation of new learning programs and experiences that meet the internal learning, networking and professional development needs of SDS and our external clients.
- Mapping learning strategy to the most appropriate learning products and services based on audience needs.
- Leading instructional design team by reviewing the design and development efforts of instructional designers.
- Reviewing SOWs and pricing/scoping for new engagements.
- Served on the project team to revise the SYKES's Job Competency Model for all levels of leadership and served as a member of the SYKES HR Talent Management CoE.

### SR. INSTRUCTIONAL DESIGNER, 2017 - 2021

- Managing client relationship as lead ID for all projects.
- Conducting needs assessments as well as serve in a consultation and advisory role in discovery engagements.
- Assisting the learning design & development instructional design group in the definition of project scope and objectives, involving all relevant stakeholders.
- Providing coaching feedback and guidance to SYKES Digital Learning instructional design, freelancers, and clients learning teams (on paid engagements).
- Driving learning product innovation and measurement to create case studies.
- Creating, designing, and developing interactive learning experiences for a variety of modalities: async, blended, virtual, face-to-face.

### INSTRUCTIONAL DESIGNER, 2015 - 2017

- Reimagining call center training using a blended learning model of task-based eLearning and learner-led synchronous activities.

*Clients in healthcare and insurance (Abbott Diabetes Care; Delta Dental; Centene) gaming (Google Play; PlayStation), financial (PNC), education (Pearson), and call center (Symphony)*

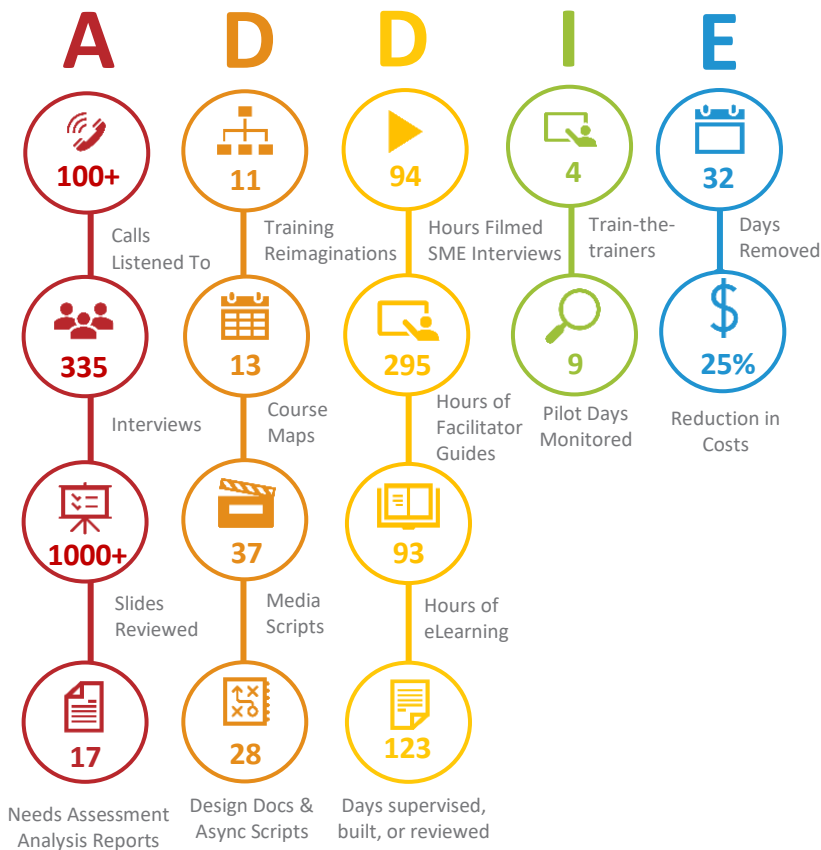
### Colleges and Community Colleges in VA & NE | 2008 – 2017

#### INSTRUCTOR of Writing, Literature, Film Studies, and Teacher Education

- Taught classes in the following departments: Writing and Technical Communications; School of Media Arts and Design; English; Humanities; Adult Degree and Education; Teaching, Learning and Teacher Education
- Writing = 30 sections | 580 students | Face-to-Face & Blended
- Literature = 20 sections, 420 students | Face-to-face & Online
- Film and Narrative in Film = 10 sections | 180 students | Face-to-face
- Teacher Education = 10 sections | 300 students | Face-to-face & Online



## ID Experience by the Numbers



## Work History

### DIRECTOR OF AUDIENCE DEVELOPMENT

Nebraska Repertory Theatre | Lincoln, NE | Summer 2013

- Responsible for developing connections and engage new audience members through community outreach initiatives.
- Coordinate and supervised all special events
- Developed and implemented social media strategy.
- Manager summer interns.

### BOX OFFICE MANAGER

Nebraska Repertory Theatre | Lincoln, NE | Summer 2012

- Performed duties before performances include dealing with the operations in the front of the theatre house.
- Coordinated and supervised ushers.

### LEAD SALES ASSOCIATE AND ADULT DEGREE TEXTBOOK MANAGER

Mary Baldwin Bookstore | Staunton, VA | Summer 2006-2011

- Responsible for ordering all textbooks for the Adult Degree Program
- Proficient in PRISM
- Directing work studies students
- Ordering merchandise and suppliers and monitoring inventory.

### PROGRAM ASSISTANT

New Lifestyles | Winchester, VA | 2004-2005

- Responsibilities include some PR and marketing work, planning special events, breaking down films, training new employees, and concessions sales

## Publications

### Using Website Design for ePortfolios

Twenty Writing Assignments in Context: an Instructor's Resource for the Composition Classroom. Edited by Karma Waltonen and Melissa Bender, 2016.

### Effective Innovation or Dumbed-Down Distraction: Qualitative Content Analysis of 10 Years of Social Media and Writing Research.

Jones, V. K. and Robbins, K. International Journal Innovation in Research, Vol. 3, No. 2/3, 2016.

### Walter White and Dexter Morgan

Crime Uncovered: Anti-Hero. Edited by Fiona Peters and Rebecca Stewart, 2015.

## Conference Papers

### Does the Pedagogy Make the Tool or the Tool Make the Pedagogy?: Using Teachably to Foster an Active Learning Classroom (2018).

In Proceedings of E-Learn: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education (pp. 150-155). Las Vegas, NV, United States: Association for the Advancement of Computing in Education (AACE).

### The Impact of Building a Better Text on Literacy Pedagogy (2016).

In Proceedings of E-Learn: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education 2016 (pp. 1222-1227). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).

### Caught in the Tractor Beam of Larger Influences: The Filtration of Innovation in Education Technology Design" (2015).

World Academy of Science, Engineering and Technology International. Journal of Social, Behavioral, Educational, Economic and Management Engineering, 9(7), 1838-1842.

### The Wide and Wonderful World of ePortfolio Technology (2015).

In D. Slykhuis & G. Marks (Eds.), Proceedings of Society for Information Technology & Teacher Education International Conference 2015 (pp. 2102-2107). Chesapeake, VA: Association for the Advancement of Computing in Education (AACE).

## Conference Workshops

### Set the Bar: Establishing Learning Expectations on Day 1 (2020)

90-minute workshop for the Distance, Teaching, and Learning Conference. University of Madison-Wisconsin. Conducted

## Certifications & Awards

### Coursera Learning Design Consulting (2021)

### Brandon Hall Award Excellence in Learning

- Gold Medal in Best Advance in Custom Content (2021)
- Bronze Medal in Best Use of Blended Learning (2019)