

# Marc Campasano

Curious and creative learning professional

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## Employment

**Senior Learning Experience Designer at Studion**, Feb 2023 - present

**Learning Experience Designer**, Jan 2020 - Feb 2023

Advise business, nonprofit, and higher ed clients on planning, design, production, implementation, and maintenance of online learning programs.

- Project manager for cross-functional teams, including vendors and clients, encompassing roadmapping, budgeting, design collaboration, digital and media production, and engineering.
- Analyze client-provisioned data, user interviews, Subject Matter Expert input, and workshop activities to identify project needs, find best-fit CMS software, and iterate on designs.
- Plan, author, build out, edit, and run QA on learning content in close collaboration with clients.
- Contribute research, analysis, and content to project proposals, Statements of Work, and company marketing materials.

Highlights:

- Managed design and development of innovative interactive learning modalities, such as responsive videos and an explorable map, for a major tech company's content about cloud computing.
- Designed, developed, and managed production of a five-course online program for a college access nonprofit, including video and interactive media, based in TalentLMS and Articulate Rise.
- Coauthored online toolkits and templates for training design, and offered direct training consultations, for a nonprofit advocating for pretrial reform.
- Managed a healthcare industry client's internal User Access Management improvement efforts, coordinating colleagues and reporting to leadership across both our companies.
- Samples available upon request.

**Learning Experience Architect at Houghton Mifflin Harcourt**, Nov 2018 - Jan 2020

**Associate Product Manager**, Oct 2016 - Nov 2018

Product manager for *Personal Math Trainer* and *Go Math! Academy* math assessment and practice tools.

- Managed a cross-functional Agile team, including vendors, to author stories, build new features, and fix bugs during a period of growth in usage and Net Promoter Score for PMT.
- Managed CRM with support, marketing, and sales, including direct customer conversations and site visits.

Product management team member for *Into Math* classroom programs.

- Contributed user stories, QA, and customer research.
- Designed features and managed integration with adaptive learning services from Renaissance Learning.
- Managed digital accessibility. Performed audits, wrote stories, and coordinated teams to meet WCAG standards. Received an award from the Director of Accessibility Innovation and Compliance.

**Research Analyst at The Tobin Project**, Aug 2014 - Aug 2015

Conducted research for an academic project concerning state education policies and outcomes.

**Research Associate at Harvard Business School**, Mar 2012 - Jul 2014

Researched and co-authored eleven case studies for a course on the history of American democracy. This work appeared in the 2017 book *Democracy: A Case Study* by Prof. David Moss.

## **Top Skills**

### **Expertise**

Learning experience design, instructional design, backward design, design thinking, authentic assessments, Universal Design for Learning (UDL), constructivist learning

### **Competencies**

Writing and editing, clear communications, user research and interviews, SME collaboration, client relations, rapid prototyping, project management, leadership, over a decade of improv comedy performance

### **Technical Skills**

TalentLMS, Articulate Rise, Canvas, Docebo, HTML/CSS, Jira, Confluence, digital accessibility, dabbling in basic coding and video editing

## **Education**

**M.A. in Learning, Design and Technology, Stanford Graduate School of Education, Class of 2016**

Visit [www.marccampasano.com](http://www.marccampasano.com) for my master's portfolio. This features *AirScope*, software that simulates air molecules using weather data and sensors, and *Math Caper*, a game that bridges school math to real life.

**B.A. in Government and Italian Studies, Cornell University College of Arts and Sciences, Class of 2011**