

# Marc Campasano

## Curious and creative learning experience designer

(908) 229-3282 | [mjcampasano@gmail.com](mailto:mjcampasano@gmail.com) | [www.marccampasano.com](http://www.marccampasano.com)

## 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.

- Run Design and Planning activities with clients to identify project needs and iterate on designs.
- Act as project manager for tracking other learning team members' work and liaison with clients to track roadmaps, strategy, and budget.
- Interview Subject Matter Experts to identify learning objectives and best modalities, and oversee or directly contribute to content authoring.
- Create rapid, lo-fi prototypes for proof-of-concept to clients and user testing.
- Conduct user interviews for design feedback and needs analysis.
- Perform build, content editing, QA, and accessibility reviews on final products.

Project highlights:

- Prototyped innovative interactive learning modalities, such as responsive videos and an explorable map, for a major tech company's content about cloud computing. Then acted as project manager, managing my peers' work and acting as primary client contact, for eventual delivery of three full courses' content.
- 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.
- 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*, online math assessment and practice tools.

- Authored stories and triaged bugs in Jira, working with an Agile team, during a period of growth in usage and Net Promoter Score for PMT.
- Managed communications with support, marketing, and sales, including talking with customers.
- Co-designed and managed an internal data export tool to support schools' PMT data analyses.
- Collaborated with vendors for feature development and bug fixes.

Member of the product management team for the *Into Math* classroom programs.

- Contributed user stories, QA, and customer research.
- Designed features and managed content for integration with recommendation and growth-tracking services from Renaissance Learning.
- Liaison for STEM digital accessibility. Performed accessibility audits, wrote stories, and coordinated efforts across teams to meet WCAG standards. Received an award from the Director of Accessibility Innovation and Compliance.

## **Employment (cont.)**

### **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 later 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, 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 computer 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**