

Allyson Kaczmarek, M.S.

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Program Developer | Learning Experience Designer | Senior Instructional Designer| Researcher

A **thought leader** and practitioner with the ability to lead a dynamic, **cross-functional team** including members from Curriculum Development and Production, and Software Architecture and Engineering to provide leadership and **vision for innovation of curriculum** and instructional models also keeps strong technical understanding of enterprise level systems that support teaching and learning (LMS, content creation, writer, curriculum management, evaluation, assessment, video capture and editing, etc.).

Skilled in **monitoring quality** across the curriculum process including iterative analysis, design, development, implementation, and evaluation, can also **leverage innovative curriculum design**, learning practices and personalization that is scalable and replicable across a wide variety of diverse contexts.

Successfully applies **research, design, development** and **implementation** expertise in the creation and iteration of **cutting-edge education strategies** and techniques specifically targeted to **hybrid learning**. Holds experience both as a programmer executing back-end site development and as a graphic designer creating print and website design.

ACCOMPLISHMENTS ACROSS THE TENURE

- ~ Track record of completing complex detailed projects on time and above stakeholder expectations ~
 - ~ Five-year consultant of the State Insurance Fund hired to assist the agency in complying with the NY State Comptroller's Office PeopleSoft conversion requirements that regulate payroll for the entire NY SIF facilities ~
- ~ Public Relations Society of America consultant in charge of designing, organizing and implementing their 1000+ paged web site including an extensive back-end management and member functionality CMS ~
 - ~ Vera Wang marketing consultant who launched their initial Award-winning web site ~
- ~ Backward engineered, updated business processes, and recoded GE Energy's eDSR business application ~
 - ~ PPE University English to French translation project – Managed process from scope, bid overview, translation interface and executed 30 animated Power Plant Engineering courses within an 8-month period ~
- ~ Videographer, photographer, illustrator, sound engineer, website interface designer and animator for GE Energy's Power Plant Engineering (PPE University) courses ~

SKILLS

CREATIVE:

- Content Creator, writer and visual designer on Complex Topics
- Strategic, creative and design lead for: internet, video, conference, and print
- Digital and traditional marketing strategy developer
- Customer experience and usability expert (UI / UX experience)
- Brand designer
- Adobe Master Collection expert
- Videographer, photographer, editor
- Web Design, Video & Music Expert

COMPUTER PROGRAMMER:

- AI Audio and AI Mentor Integrator combined with video
- Integration of custom and out-of-box tools
- Database streamlining and scrubbing
- Front end usability designer to backend infrastructure developer
- Business process manager and requirement tracker from development to launch
- Project developer and designer from brainstorming, research, design, to launch
- Excel Dashboard Expert

INSTRUCTIONAL DESIGNER:

- Virtual and In Person Solutions complete with interactive engaging element integration into sessions
- Train the Trainer facilitator
- Expert step by step visual designer
- Assessment management to drive learning towards knowledge transfer
- Evaluate / enhance programs based on user profiles and learning objectives
- Up to date with training methods
- Expert in Coursera & LMS apps

PROFESSIONAL EXPERIENCE

ECLARO | NEW YORK, NEW YORK (January 2021 - Present)

New York Power Authority [NYPA] eLearning Developer

- AI + AI Mentor Integrator and video instruction training solutions to aid in knowledge transfer of complex tasks
- Change Management product teasers and introduction videos designed, developed and rolled out new processes
- Virtual and In Person Training Sessions Lead including participant engagement tools like Kahoot to knowledge transfer
- Project Manager for 60+ eLearning modules with 5 Vendors and coordinate with diverse stakeholders and their requirements to develop materials that fit knowledge transfer objectives and hybrid learning environments
- Partner with Training IT Director with NYPA Brand and Mission to ensure materials follow corporate goals and tone

COLLABERA | ORISKANY, NEW YORK (Dec 2018 - January 2021)

MetLife Catalyst, Small Business Solutions (SBS) & Electronic Death Match (EDM) Course Developer & Trainer

- Partner with Learning Director with MetLife Brand and Mission to ensure materials follow corporate goals and tone
- Develop learning videos, Captivate LMS Modules, PowerPoint presentations and OneNote-based reference tools of complex multi-system processes to be used to onboard and cross-train employees
- Create relevant learning content and assessments within simulated tools to provide as close to real world work
- Facilitate training within WebEx and Team platforms incorporating Kahoot knowledge checks and in person sessions

METALITERACY | UNIVERSITY AT ALBANY & EMPIRE COLLEGE (Feb 2015 - Dec 2018)

Coursera MOOC Curriculum Designer and Teacher - <https://www.coursera.org/learn/metaliteracy/home/welcome>

- Develop badge element and assist in audio/video components for the Metaliteracy curriculum.
- Serve as the curriculum architect and lead the design of innovative learning solutions that improve performance, drive business outcomes, and engage the modern learner for enabling areas-wide leadership and professional curriculum.
- Facilitate the conversion of entire Metaliteracy MOOC into the newly released Coursera infrastructure.
- Provide teacher support for the on-demand course. Hold team members to high expectations, accountability, and responsibility for their projects and content areas. Encourage team members to innovate and collaborate.
- Assume leadership role in curriculum-related meetings, including Curriculum Taskforce, Curriculum Working Groups, Curriculum Team Meetings, etc. Models online education best practices, effective teaching/coaching techniques

GE ENERGY - GRANITE CONSULTING | SCHENECTADY, NEW YORK (2008 - 2012)

eLearning Application Developer Specialist | GE Energy Innovation Department | Oct 2010 - Dec 2012

- Directed senior engineers and developed 43 e-learning courses for GE Energy across 7 Power Plant engineering disciplines (Mechanical, Civil, Controls, Electrical, HRSG, Systems, and TRS).
- Orchestrated the Power Plant Engineering "PPE University" Web Portal including interface, graphics, audio/video, surveys, quizzes and monthly director reports on site usage. Facilitated the translation of 43 PPE Engineering courses from English to French and rolled out into the PPE University Web Portal.

Event Coordinator & Interactive Marketing Specialist | GE Energy Innovation Department | Dec 2010 - Mar 2012

- Facilitated team meetings, shared important team updates as well as opportunities for team building, collaboration, and peer review and development. Facilitated 1-1's with direct report. Provided specific feedback and promoted growth
- **"PPE Technology Expo"**: Worked with leaders to compile details on 36 separate engineering achievements to showcase at event.
- **"Imagine That" Innovation Contest**: Compiled contest requirements and built an idea collection infrastructure within GE's Support Central for the processing of ideas and submission to the appropriate idea reviewer. Created an on-line submission area

PROFESSIONAL DEVELOPMENT

University at Albany SUNY

Master of Science, Educational Psychology and Methodology - *focus creativity, innovation, and skill mastery*
Bachelor of Arts, Psychology - *focus cognitive development, motivation & learning*
Bachelor of Arts, Music - *focus theory, piano, cello, guitar, and composition*