

DEANA L GREENFIELD

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PROFESSIONAL SUMMARY

Learning solutions strategist with over 15 years of progressive experience in the design and delivery of engaging educational experiences. Expert in ADDIE framework, research, and curation of digital assets. Establishes open lines of communication with all project stakeholders and provides thorough quality assurance of learning materials. Passionate about the learner experience and an advocate of UX research and strategic UI design for learning.

EXPERIENCE

DLGDESIGNS.IO

MAR 2014 - PRESENT

Instructional Designer, Learning Solutions Strategist

Independent contractor providing strategic learning solutions with an emphasis on needs analysis, content strategy, alignment of learning objectives, user experience (UX), and quality assurance of learning materials. Clients include:

- **Academic Partnerships** <https://www.academicpartnerships.com/> – Lead development of collegiate and graduate-level course curriculum by collaborating with university faculty and subject matter experts. Build courses using Quality Matters Rubric and OLC Scorecard best practices. Provide multiple levels of curriculum alignment from program-level vision to course structure to hands-on guidance regarding content and assessments. Subjects include: Education, Business, Nursing, Clients include: Barry University, Northern Kentucky University.
- **Realizeit Adaptive Learning** <http://realizeitlearning.com/> - Created collegiate and graduate-level curriculum maps in consultation with faculty, curated Open Educational Resources (OER), planned assessment strategies leveraging adaptive learning platform. Aligned course learning objectives, competencies, and assessments. Performed quality assurance and usability testing of learning materials. Subjects included: Business, Nursing, Criminal Justice, Emergency Management, IT, English. Clients included: Florida International University, American Public University System, University of Mississippi, Olivet Nazarene University.
- **U.S. Department of Education, American Institutes for Research (AIR)** – Developed interactive eLearning course for the National Reporting System for Adult Education Programs. Design process included analysis of source information, learning objective alignment, storyboarding, Articulate Storyline programming, usability testing, and Section 508 compliance review.
- **DESIGNATION.IO Design Bootcamp** – Performed quality assurance audit of Design Essentials course. Process included needs assessment, stakeholder interviews, and reviews of student feedback. Prepared 40-page report with research-based recommendations for improvements to: Objectives alignment, Content strategy, Learner support, User interface design, and facilitation methods with a focus on assessment and evaluation of student learning.
- **Fresh Eye Reviews (Startup)** – Developed business plan, MVP task flows, and provided usability testing expertise. Performed competitive market research and provided actionable insights in preparation for successful Q4 2016 launch of new SaaS offering.
- **American Library Association (ALA)** - Designed scholarship website content strategy and recruitment training eLearning modules for Office of Diversity and Inclusion.

DESIGNATION LABS

NOV 2014 – MAR 2015

User Experience (UX) Apprentice

- Performed User Experience (UX) research, created user personas, website wireframes, competitive market analysis, and web content strategy for clients in the Chicago area startup market.

- Worked in cross-disciplinary teams using Agile methodology to present actionable insights to clients based on their business objectives. Studied Design Thinking, UX research methodology, HTML/CSS and JavaScript.

NATIONAL LOUIS UNIVERSITY

MAR 2010 – FEB 2014

Assistant Professor, Dept. of Library & Learning Support

- Designed curriculum and delivered critical thinking, digital citizenship, and information literacy education to adult learners (F2F, blended, online)
- Designed and delivered LMS training to approximately 5000 employees and students in over 60 undergraduate and graduate degree programs (Blackboard, Desire2Learn)
- Institutional Quality Matters (QM) Certified Peer Reviewer and Desire2Learn LMS administrator.
- Presented original research at national conferences, authored scholarly papers, led institutional committees.

NATIONAL LOUIS UNIVERSITY

JULY 2008 – MAR 2010

Program Manager, Center for Teaching through Children’s Books

- Designed website content and promotional materials including press releases, event and exhibit descriptions, applications, and informational handouts.
- Managed \$30,000 working budget for all programs and partnerships of the Center for Teaching through Children’s Books including the acclaimed Donation Station program, monthly author talks, and the annual ALA Booklist/Book Links’ Editors’ Revue.
- Project manager for 2009 International Board of Books for Young People (IBBY) conference with 300 attendees and speakers from 15 different countries.

NORTHWESTERN UNIVERSITY

SEPT 2001 - JULY 2008

Graduate Assistant (2004 College-Wide Outstanding Teaching Assistant)

- Taught analytical writing and literary analysis to 50+ students each quarter.

Northwestern University Library Assistant

- Trained, supervised, and scheduled a staff of 10 in the Circulation department.

Editor STORYQUARTERLY Journal

- Evaluated literary submissions. Prepared manuscript layouts in Quark.

EDUCATION

DESIGNATION LABS – EMERALD COHORT

2014

UX/UI/Interaction Design - Full-Stack Design Certificate

UNIVERSITY OF WISCONSIN-STOUT

2013

Graduate Certificate in Instructional Design

UNIVERSITY OF ILLINOIS-URBANA CHAMPAIGN

2010

Master of Library and Information Science

NORTHWESTERN UNIVERSITY

2002

Master of Arts, English

GRINNELL COLLEGE

2000

Bachelor of Arts, English