

# Laura Pasquini

[linkedin.com/in/laurapasquini](https://www.linkedin.com/in/laurapasquini)

[techknowtools.com/about](https://www.techknowtools.com/about)

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## EXPERIENCE

### Senior Instructional Designer — [Amazon](#), Seattle, WA

FEBRUARY 2020 – PRESENT

- Learning experience (LX) designer for Digital, Devices, & Alexa Support (D2AS)
- Develop training curriculum for D2AS global customer service associates
- LX Program Manager: Kindle, Fire Tablets, Music, Appstore, Games & Software
- Localization and translation for training in French marketplaces

### Learning & Research Design Consultant — [TechKNOWTools](#), Dallas, TX

APRIL 2017 – PRESENT

- Conducting business needs analysis to determine performance/learning solutions
- Creating online/blended workshops for industry & professional organizations
- Optimizing training modalities & augmenting on-the-job resources with technology

### Senior Researcher/Learning Architect — [iDesign](#), Dallas, TX

SEPTEMBER 2019 – FEBRUARY 2020

- Leading the study of EDUCAUSE Professional Learning Institute Online Programs
- Collaborating with SMEs for digital training design for law, healthcare, & IT
- Evaluating performance-based outcomes for higher education IT professionals

### Senior Lecturer — [UNT College of Information](#), Denton, TX

AUGUST 2014 – AUGUST 2019

- Designed online/blended learning content for HR, ID, & training courses
- Instructed and advised BA/MS/PhD Learning Technologies students
- Directed undergraduate curriculum planning, advising, & mentoring

### Research Associate — [The DL&SM Group](#) – Royal Roads, Victoria, BC

OCTOBER 2014 – MARCH 2019

- Identified strategies open, online learners (n=92) use to persist from 4 edX MOOCs
- Authored academic publications, presentations, and reports for multiple projects
- Produced explainer animation videos <https://www.youtube.com/c/ResearchShorts>

### Instructional Design Consultant — [UNT CLEAR](#), Denton, TX

AUGUST 2013 – MARCH 2014

- Delivered learning curriculum for the *Transformative Instruction Initiative*
- Developed 4 interactive, online “Teaching with Technology” training modules

## EDUCATION

### Ph.D., Workplace Learning &

**Performance** — *University of North Texas (UNT)*, Denton, TX

GRADUATED August 2014

### M.S. Ed., Teaching Foundations —

*Niagara University*, Niagara Falls, NY

GRADUATED May 2005

**B.A., History (Honors)** — *University of Guelph*, Guelph, ON, Canada

GRADUATED April 2002

## CERTIFICATIONS

Associate Certified Coach, ICF

IN PROGRESS

Certified Professional in Talent Development (CPTD), *Association for Talent Development*

COMPLETED November 2020

Digital Curation & Data Management, *UNT College of Information*

COMPLETED May 2020

Leadership & Supervision Management, *UNT College of Business*

COMPLETED March 2012

E-Learning, *University of Toronto*

COMPLETED January 2010

## SKILLS/KNOWLEDGE

NVivo, SPSS, SaaS, Dedoose, & R

Adobe Design Suite

Articulate 360, Storyline 3, & Camtasia

Virtual, Blended, & Mobile Learning

ADDIE, SAM, & RID Models

HPI and HPT Performance Models