

Karen Martin

3938 E Grant Road, #122, Tucson, AZ 85712 520.514.9352 Karen@estudioforlearning.com

Distance and workplace learning consultant who improves learning outcomes and employee performance through the development of training systems and programs. Considerable expertise creating blended learning solutions and developing strategies for integrating technology into instruction. Creative developer of application interfaces and digital media. Attentive project manager.

Education Stanford University, Stanford, CA: MA in Learning, Design, & Technology
University of Arizona, Tucson, AZ: BS in Business Administration

Current President, *eStudio for learning, inc.*
Experience

- Owner of a workplace learning consultancy and design studio with a reputation for developing high quality training systems and programs using a professional design process that includes: conducting a needs analysis, designing strategies and systems, developing curriculum, learning objectives and interactive training, and conducting evaluations & user tests.

Achievement
Highlights

- Design and manage the production of a commercial-grade, SCORM compliant online program for defensive driving. Support decision making on content and features by facilitating meetings with subject matter and members of target audience. Direct artwork and video production. Design instruction. Conduct user tests.
- Design a self-paced online orientation program for drivers and technicians at an oil recycling company. This web-based program includes video introductions, information resources, policies and procedures, and online input forms. Include a number of mini-courses for benefits and safety awareness that feature video demonstrations and job aids.
- Manage project to develop 3-week new hire training program for technical support representatives at a call center. Hire and supervise two professionals to meet project goals and deadlines. Create customer service blended-learning course for product support reps. Reduce training time from 15 to 11 days by simulating typical customer interactions.
- Develop a training and certification program for workers at a utility company. Analyze models and best practices. Conduct user tests on computer-based learning courses and conducted other feasibility studies. Facilitate team decision making to insure buy-in.
- Create and implement an online performance management program for a city. Conduct needs analysis and created a comprehensive web-based solution including online forms, video, voice-over, animations, graphics and interactive learning for supervisors and employees.
- Create online harassment prevention program for a university. Includes interactive case studies and video and web forms to maintain compliance records. Package product for sale to a larger audience.

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- Collaborate with team of project managers and design professionals to develop a 13 week training program for project managers at fortune 500 manufacturer. Interviewed subject matter experts and distilled key concepts. Develop interactive and innovative activities to develop critical skills. Create stylish manuals, PowerPoint slides, classroom aids and a companion online website.
- Develop a distance education program for a community college. Collaborate with faculty and IT professionals to assess needs, constraints and assess options. Develop an implementation plan including technology roll out, application selection and customization, pilot course design and student support resources. Collaborate with subject matter experts and instructor to transform information into a pilot program.
- Create marketing programs for training. Experience with marketing that targets internal employees and outside businesses.

Additional Experience E-Learning Designer, *Sunquest*. 2000-2001

- Launched an IT training program for a software company. Evaluated the needs of users. Evaluated the existing application and specified changes to the interface. Designed templates and instructional models for online resources and courses. Developed an approach and methodology for transferring a classroom based program to an online format. Collaborated with training department to establish procedures and work flow processes to efficiently and effectively manage elearning projects.

Computer Based Training Manager, *University of Arizona*. 1999-2000

- Launched, managed, and promoted UACBT, the university's first online e-learning program. Courses included technical topics ranging from Using Internet Browsers to C++. Number of users increased from 0 to 3,000 in the first year. Sales of CD-Rom generated revenue for program.

Marketing Manager, *MCI*, San Jose, CA 1996-1998

- Collaborated with technical and sales teams to develop frame relay, EDI, X.400 and other datacommunications products. Research client needs, conducted competitive analyses, specified product requirements, developed promotional programs, and trained sales representatives. Products delivered target revenues and exceptional value to Fortune 1000 companies.

Marketing Manager, *Viatel Communications*, London, UK. 1995-1996

- Responsible for European marketing and pricing of product lines.

Project Manager/Product Marketing, *MCI/British Telecom* 1989- 1995

- Managed profit and product life-responsibility for data communication services.
- Researched market and customer needs to develop business cases, marketing plans, sales campaigns, pricing, and competitive analyses.

Computer Skills

- Demonstrated expertise in both technical and creative arenas and proficient in video, image editing, and multimedia authoring using industry standard software.
- Lead technical teams through the development of web applications using database and scripting technologies that meet the needs of users.

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Related
Activities

- Facilitator of numerous workshops on instructional design and online learning.
- Instructor, Media Arts Department, University of Arizona
- Instructor, Web Certification Program, Extended University.
- Board of Directors, ASTD Greater Tucson Chapter
- Board of Directors, Alliance for Education and Community Development
- Workforce Development Committee, GAZEL, an Arizona elearning initiative.
- Certified woman and minority owned business