

Mike Pennella

Allentown, PA ▪ (484-479-4420)

reinventedmike@gmail.com

Profile

Award-winning Learning Experience Designer with a unique combination of storytelling, pedagogical, and digital marketing skills. [Boring U ain't for me!](#)™

LX Design Experience

Senior Learning Experience Designer, [Ellucian](#) (November 2016 to Current)

Interface directly with SMEs on the rapid end-to-end creation of [next-gen hybrid and online higher ed courses](#) encompassing project management, LX design, & educational technologist roles.

- Consistently the most requested LED across numerous client relationships; promoted to lead LX designer for NYC-based graduate program client within six months of joining the team
- Courses consistently outperform client norms in end-of-course student surveys and work has been frequently used to pitch and help win new learning experience design business
- Create innovative interactive multimedia learning objects using [Articulate Storyline](#) and Rise
- Oversee production of original A/V content including ideation, scripting, voiceover, & editing
- Work with Program Directors and third-party OPM to shape the pedagogical vision of the program, "brand" learning activities, and position and market programs
- Re-design LMS templates to enhance readability & approachability through the effective application of CRAP design principles and the introduction of value-add visual elements
- Transform text documents into attractive and ADA-compliant LMS course pages via HTML
- Develop strategic course "blueprints", plotting learner progression and lesson sequencing
- Curate and create relevant course content including resources, discussion prompts, formative activities, and summative assessments and ensure alignment with learning objectives
- Create step-by-step tutorials and screencasts in support of course technologies
- Author and delivered conference presentations showcasing learning experience innovation

Learning Architect & Educational Technologist, [iDesignEDU](#) (May 2015 to August 2016)

- Re-designed [Ashford University's BUS 330](#), Principles of Marketing, **which subsequently won the 2016 ADEIL College Course of the Year award**
- Authored company's first commercial course (Preparing to Teach Online) that was subsequently used during Covid-19 to aid faculty transition to hybrid instruction
- Re-imagined the company's handbook as an LMS-based onboarding course.

Digital Media Consultant, Lafayette College (May 2015 to Aug. 2015)

- Authored [website](#) and [Twitter campaign](#) as the ghost of the Marquis de Lafayette.

Visiting Digital Media Artist (Mellon Foundation Grant), **Lafayette College** (Dec. 2014 to Apr. 2015)

- Drove on-campus and online awareness and debate of transhumanist issues (the merger of man & machine) promoting [Frankenstein 2029](#) theatrical event.
- Invented and marketed fictional dot.com ([Victor NeuroTech](#)) as well as the [SAViN protest group](#) to further debate. Created multiple WordPress websites and [social media campaigns](#).

Co-Instructor & Instructional Designer, Lafayette College (Spring 2014 semester)

- Designed and helped deliver a new, [face-to-face multimedia journalism course](#) leveraging smart classroom set-up and web 2.0 technologies. Course scored 4.7/5 in student surveys.

Education

Master of Educational Technology, Boise State University (December 2014)

- Project-oriented coursework in learning theory, instructional design, resource management, community building, social media, gamification, HTML design & evaluation. 4.0 GPA.

Edtech Tool Know-How

- **LMS and authoring tool experience:** Articulate 360 (Rise and Storyline), Blackboard, Canvas, ChalkUp, Desire2Learn, Edmodo, iTunes CM, Moodle, Schoology, Rezzly
- **Social media and web 2.0 tools** (sampling): Articulate 360 (Rise and Storyline), Camtasia, Canva, Coggle, ChatGPT, Flickr, Flipboard, Flip(grid), GitHub, Google Workspace, H5P, InoReader, Jupyter Notebook, Medium, Microsoft Office, Minecraft, Padlet, Pearltrees, Perusall, Pixlr, PollEverywhere, Portfolium, PowToon, Prezi, RStudio, SecondLife, ThingLink, Twitter, TypeForm, VoiceThread, WordPress, Yellowdig, Zoom

Additional Experience

Partner (also **SVP, Business Development & Mktg Director**), **Hudson River Group** (1998 to 2013)

Quantitative analysis-based marketing consulting (think: learning analytics for marketing spend)

- Big data, cross-silo analysis; test design and evaluation; dashboarding and forecasting.
- Managed annual relationships >\$500K; created and delivered presentations to Fortune 500 C-suite; time-sensitive request handling; translation of technical concepts to lay audiences.
- Relative to sales development: rapid, in-depth situational analysis, software demos, custom proposal creation, and presentation. Millions of dollars of future billings won during tenure.

Copywriter, Foote, Cone & Belding (1993 to 1997)

Worked at the NYC office of this global ad agency developing campaigns for a wide variety of clients.

- Won the 1995 Ad Age [Yearn to Learn Challenge](#) to convince kids to stay in school.

Interests:

[Creative writing](#), neuroscience, ultimate frisbee, [music](#), [Thomas Pynchon](#), time travel, [lucid dreaming](#)