

## Kat Negrón, M. Ed.

Owner | eLearning Consultant | Voice Actor



### EXPERIENCE OVERVIEW

Kat Negrón, M. Ed., has 15 years of experience in instructional design and is a recognized expert in the entire cycle of creating eLearning, including self-paced training, virtual classes, and webinars using a suite of tools that include Adobe® Captivate, Articulate® 360, Cisco® Web Ex, Adobe® Connect, GoToMeeting®, and Zoom®. Kat also makes a point to design with WCAG and 508 compliance in mind. She has extensive learning management system (LMS) experience, including Moodle, Blackboard, SumTotal Learn, Captivate Prime, SAP Litmos, and Desire2Learn/Brightspace. Kat uses engaging approaches to her work, including anchoring narratives, learning agents, avatars, scenario-based activities, and other interactive means to ensure learners stay engaged with the product. Kat is comfortable working across functional areas to create partnerships with others within the organizations where she works as well as managing vendor relationships for positive project outcomes. Kat has worked on various topics and many international clients, including cultural and geographic topics at National Geographic, procurement policies at the National Institute of Governmental Purchasing (NIGP), higher education at Johns Hopkins University, sales training for Cisco, developing equitable communities for the American Institute of Architects, leadership and financial management training at Management Concepts, and various social, climate, and humanitarian aid topics for ICF for government-based US and EU clients.

### PROFESSIONAL EXPERIENCE

#### Asynchronous Online Learning

**Instructional Developer and Consultant EU Solidarity Corps General Online Training Programme, DG ECHO, 2019-Present.** Develop modules using the authoring tool, Gomo, and using best practices for engagement of young adults preparing to enter a volunteer programme for deployment to various countries in the EU.

#### Accomplishment Highlights

- Designed AVA Award winning trainings for professionals working in a USAID setting.
- Developed training for the #1 nursing school in the United States.
- Redesigned, developed, and implemented 52 modules for US-based victim service agencies.
- Partnered with a large international technology firm to redevelop and deliver engaging sales onboarding training.
- Developed innovative story-based eLearning modules for European-based humanitarian aid volunteers.

#### Education

- M.Ed., Instructional Technology, George Mason University, 2010
- B.A., Geography, Virginia Polytechnic Institute and State University, 2005

#### Certifications and Training

- Advanced eLearning Instructional Design Certificate, Association for Talent Development, 2015
- Project Management Principles 3-Day Class, Management Concepts, 2011
- eLearning Project Management Certificate, eLearning Guild, 2011
- eLearning Graduate Certificate, George Mason University, 2010

**Instructional Design Consultant, Financial Management Microlearning Project, Department of Justice, Office for Victims of Crime (OVC), 2019-Present.** Develop various videos and infographics targeting microskills in financial management processes for victim service Tribal organizations.

**Instructional Designer and Consultant, EU Aid Volunteer Programme, DG ECHO, 2016-Present.** Provide development expertise and LMS administration experience to deliver online training content to volunteer candidates. Investigate new and innovative ways to deliver engaging learner experiences in a self-paced setting.

**Instructional Designer and Consultant, European Climate Pact: Onboarding for Ambassadors, DG Clima, 2021.** Redesign and develop the onboarding webinar for European Climate Pact Ambassadors to a self-paced eLearning format to better serve the needs of the client and those entering the ambassador program.

**Instructional Designer and Developer, Cisco, SNAP: How to Speak Cisco, 2021.** Provide design and development expertise to deliver online training to sales representatives that are new to Cisco and learning the terminology of the sales team. Develop visually engaging ways to convey information while minimizing the seat time per module of the training. Partner with internal stakeholders for content approval and knowledge check development.

**Instructional Designer, Developer, and Consultant, Developing Equitable Communities, American Institute of Architects, 2020.** Develop an engaging online training experience using Level 2 interactions to help architects learn best practices to use on their projects to develop more equitable communities.

**Instructional Designer and Developer, Cisco, SNAP: Value of the Partner Ecosystem, 2020.** Provide design and development expertise to deliver online training to sales representatives that are new to Cisco. Develop visually engaging ways to convey information while minimizing the seat time per module of the training.

**Instructional Designer, Developer, and Consultant, The Acquisition Professional in the USAID Context, RTI International/USAID, 2020.** Design and develop an AVA award winning training to learn the USAID process of acquisition. Develop engaging ways to help organizations work with USAID in their process in a humanitarian aid setting.

**Instructional Designer, Developer, and Consultant, Shock Responsive Programming and Adaptive Management Microlearnings, RTI International/USAID, 2020.** Design and develop an AVA award winning microlearning series via interactive videos to teach microskills to professionals using shock responsive programming in small, just-in-time learning segments via microlearning.

**Instructional Design Consultant, Acute Care Nursing Training, School of Nursing, Johns Hopkins University (JHU), 2019.** Develop a series of self-paced modules for nursing students attending the Johns Hopkins School of Nursing program. Modules include interactive videos, presentations, knowledge checks, and other methods to engage learners and measure success.

**Instructional Design Consultant, Vicarious Trauma Toolkit Microlearning Series, Department of Justice, Office for Victims of Crime (OVC), 2019.** Produce videos targeting microskills on the use of the Vicarious Trauma Toolkit, including using the survey and the compendium of resources.

**Instructional Design Consultant, Self-Paced Financial Management Training, Department of Justice, Office for Victims of Crime (OVC), 2019-Present.** Develop an engaging self-paced version of the National Victim Assistance Academy: Financial Management training for a pilot program of Victims of Crime Act (VOCA) administrators.

**Instructional Designer, Microlearning Initiative, Department of Justice, Office for Victims of Crime (OVC), 2018-2019.** Explored, initiated, planned, and deployed projects and content for the approved microlearning initiative. Produced videos, infographics, microsites, and more in order to target microskills for learners seeking targeted information via quick delivery vehicles.

**Instructional Designer, Victim Assistance Training Online, Department of Justice, Office for Victims of Crime (OVC), 2012-2016.** Using the ADDIE processes, designed and developed asynchronous training modules for the Victim Assistance Training (VAT) Online project. During the course of the 2012-16, approximately 52 modules were launched. Topics included Mass Violence and Terrorism, Bullying, The Criminal Justice System, Tribal Justice Systems, and Victims of Sexual Assault in the Military.

**Instructional Designer, OVC TTAC Consultant Management Orientation, Department of Justice, Office for Victims of Crime (OVC), 2016.** Designed and developed the Consultant Management Orientation using advanced techniques for learner engagement, such as avatars, to ensure learners continue through the entire training.

**Instructional Designer, Antideficiency Act Training, Department of Homeland Security (DHS), 2011-2012.** While employed at Management Concepts, using the ADDIE and Rapid Prototyping processes, developed an asynchronous 1 hour online training for employees of DHS to avoid violating the Antideficiency Act. Developed detailed design documents, prototyping, and storyboards for client review and approval. Worked closely with subject matter expert (SME) to ensure content validity. Tested and implemented standards of 508 and SCORM compliance.

**Instructional Designer, Software Tutorial, Echo360, 2010.** While employed at Echo360, designed and developed tutorials using lecture-capture software. Used Rapid Prototyping in the development of the product. These tutorials were designed to be used by professors at universities to guide them in setting up their recording devices in their classrooms.

**Online Class Manager, The National Institute of Governmental Purchasing, 2007-2009.** While employed at the National Institute of Governmental Purchasing, managed student progress and enrollment within online classes. Made recommendations for conversion of in-person classes to be delivered online.

## **Blended Learning**

**Instructional Designer and Project Manager, National Victim Assistance Academy: Effective Management Series, 2016-2018.** Served as the manager for the design and development process for instructional design on several pilot trainings delivered July – September, 2016. Maintained project schedules, held regular project meetings, reported to Learning and Development manager about progress of development. Provided guidance to instructional design team on development of materials. Helped develop training sites in Desire2Learn. Managed enrollment of participants. Acted as technical support backup for the Learning and Development team on webinars. Acted as main point of contact for participants with questions or issues accessing the training.

**Instructional Designer, National Victim Assistance Academy: Leadership Institute, 2014-2016.** Designed, developed, and implemented the 10 week training. Created the training site in Desire2Learn, managed enrollment of participants, and acted as main point of contact for participants with questions or issues accessing the training.

**Instructional Designer, Building Resiliency in Child Abuse Organizations, Department of Justice, Office for Victims of Crime (OVC), 2012-2013.** Developed training landing page and administered training online for pilot. Hosted, produced, and provided support for three Webinars designed for the training. Developed and help facilitate Train the Trainer for new facilitators presenting in the blended format.

**Instructional Designer, Executive Foundations, United States Postal Service (USPS), 2010-2012.** While employed at Management Concepts, using the ADDIE process, developed 7 week class to provide skills training to newly promoted executives within USPS. Developed detailed design documents, prototyping, and storyboards for client review and approval. This class took a blended approach which provided students 3 days of in-person class time at the start of the class for orienting themselves to the topics and networking with their cohort. This was then followed by 6 weeks of online work which incorporated the use of weekly and bi-weekly webinars, articles, forums, videos, and podcasts. Student engagement was managed by regular outreach and postings by facilitators, engaging multimedia, and interactive webinars where students would complete an exercise or project for each session. Used tools such as Adobe® Connect and Moodle-based platform for delivery of class.

## **Multimedia Production**

**Multimedia Production for Cisco, 2020.** Developed audio and video for SNAP content using Articulate Storyline.

**Multimedia Production for VAT Online, 2012-2016.** Developed audio and video recordings to be used within VAT *Online*. Recorded, edited, and produced videos and audio recordings using tools such as Garageband, Audacity, Captivate, and iMovie.

**Multimedia Production for NVAA, 2014-2016.** Developed audio and video recordings to be used within VAT *Online*. Recorded, edited, and produced videos and audio recordings using tools such as Garageband, Audacity, Captivate, and iMovie.

**Multimedia Production, Management Concepts, 2010-2012.** While employed at Management Concepts, developed audio and video recordings to be used within classes. Recorded, edited, and produced videos and podcasts using tools such as Garageband, Audacity, and iMovie.

**Multimedia Production, The National Institute of Governmental Purchasing, 2007-2009.** Developed scripts and selected, coached, and recorded podcast speakers. Created mix and published podcast. Recorded, edited, and published videos for annual conference.

**New Media Coordinator, The Best of National Geographic Magazine Podcast, National Geographic Magazine Online, 2006-2007.** While employed at National Geographic, developed and coordinate schedule of new product. Developed script for podcast. Provided coaching to podcast speakers. Observed and monitored live recordings for quality. Provided materials for editing to multimedia editor. Delivered final products for publishing on iTunes.

## **Outreach**

***Geography Action!* Coordinator, National Geographic Society, 2005-2006.** While employed at National Geographic, conducted outreach and provide support for K-12 *Geography Action!* representatives across the country via national website that hosted communities around the world. Edited and updated outreach materials and instructional documents for classroom use. Forged new partnerships with other geographically conscience groups (Smithsonian, for example) to increase visibility of program.

## **Virtual Classrooms**

**Instructional Designer and Developer, Virtual Presenter Bootcamp, Tribal Financial Management Center, 2020.** Developed best practices for presenters to use when delivering online training events. Included weekly assignments and two synchronous opportunities for practicing techniques.

**Instructional Designer, Virtual Instructor Essentials, Management Concepts, 2012.** Created program to introduce classroom instructors to virtual teaching. Provided tools and methodology training for new instructors. Designed to give instructors practical application practice in the virtual environment. Used tools such as Adobe® Connect and Moodle-based platform for delivery of class. Used tools such as Adobe® Connect and Moodle-based platform for delivery of class.

**Virtual Classroom Conversion of Instructor-Led Training, Management Concepts, 2011-2012.** Converted classes being taught in a physical classroom to a virtualized environment. Made recommendations of best tools and techniques. Analyzed and edited content for delivery in a virtual classroom. Successfully converted 5 classes to a virtual environment. Maintained student engagement in class with new capabilities, such as breakout rooms, videos, forums,

and podcasts. Used tools such as Adobe® Connect and Moodle-based platform for delivery of class.

## **Web Development**

**Instructional Designer, Desk Guides for the Department of Homeland Security (DHS), 2011-2012.** Designed and developed stand-alone websites ranging on topics from multiple award schedules to green purchasing. Developed detailed design documents, prototyping, and storyboards for client review and approval. Worked with subject matter expert (SME) to ensure content validity. Using HTML and CSS, developed sites for easy access and searchability of information. Ensured 508 compliance of all developed sites.

## **Webinars**

**Producer, Webinars, Tribal Financial Management Center, 2019-Present.** Produce webinars and guide presenters using best practices for virtual delivery of content.

**Instructional Designer and Producer, Webinars, National Victim Assistance Academy, 2014-16.** Hosted and produced webinars in this blended training. Provided support for participants and facilitators before and after the Webinar. Prepared and coached facilitators on best practices for presenting online as well as tools training for the selected webinar product.

**Producer, Webinars, Building Resiliency in Child Abuse Professionals, 2012-2013.** Hosted and produced Webinars for the first two Webinars in this blended training. Provided support for participants and facilitators before and after the Webinar. Prepared and coached facilitators on best practices for presenting online as well as tools training for the selected webinar product.

**Instructional Designer and Producer, Webinars, Management Concepts, 2010-2012.** While employed at Management Concepts, designed, developed, and produced webinars for multiple groups within the company. Used best practices in webinar design and development to ensure engaging experiences (such as making sure the same slide does not stay on the screen for longer than 1.5 minutes, polling, chat, and feedback features). Prepared and coached facilitators on best practices for presenting online as well as tools training for the selected webinar product.

**Distance Learning Coordinator, The National Institute of Governmental Purchasing, 2007-2009.** While employed at The National Institute of Governmental Purchasing, managed and led the webinar program: planning, selecting, and coordinating over 40 webinars a year. Duties included budgeting, topic selection, presenter selection, coaching, training presenters on use webinar software, and producing live webinars. Developed learning tools utilizing web 2.0 technologies. Utilized Rapid Prototyping and the ADDIE model. Selected content, created posting schedule, and networked on behalf of the organization with others in the procurement field via LinkedIn and Twitter.

## PROFESSIONAL AFFILIATIONS

- The Learning Guild
- Association for Talent Development (ATD)

## PROFESSIONAL Presentations and publications

- eLearning Guild's Learning Solutions Conference: The 3 Cs of SME Management (March 2019)
- Webinar – The Business of Learning: A Strategic Approach to Delivering Impactful Learning Programs (August 2018)
- Blog: 3 Ways to Motivate Employees to Stick with an Online Course (July 2017)

## TOOLS OF THE TRADE

Articulate 360 Suite, Adobe Captivate, Gomo, Canva, Audacity, GarageBand, Adobe Audition, Adobe Photoshop, Adobe Acrobat DC, iMovie, Microsoft Office Suite, Desire2Learn, Moodle, SumTotal

## EMPLOYMENT HISTORY

Black Kat Creative, LLC	Owner, eLearning Consultant	2019 - Present
ICF	Instructional Design Manager	2016-2019
ICF	Technical Specialist	2012-2016
Management Concepts	Senior Learning Technologies Specialist	2011-2012
Management Concepts	Learning Technologies Specialist	2010-2011
Echo360	Marketing Research Intern	2009-2010
The National Institute of Governmental Purchasing	Distance Learning Coordinator	2007-2009
National Geographic Magazine Online	New Media Coordinator	2006-2007
National Geographic Society	<i>Geography Action!</i> Coordinator	2005-2006