

CRYSTAL ANN MITCHELL, MFA, MS

Learning Experience Design • Project Management

cell: 562-208-8419 • email: crystal@crystalannmitchell.net

website: www.crystalannmitchell.net

Profile

Versatile designer experienced in utilizing innovative online learning methods, design and advanced instructional technologies. Educator with over 15 years of experience in project management, training and curriculum development.

Projects

UI/UX Design Mykikstart™ • 2020

Developed an MFA thesis product for an application that focused on education technology as a support tool for student success and academic readiness. Conducted competitive analysis and user research, created mood boards and designed app logo and visual identity. Created user personas and workflows, designed sitemap, and conducted user testing for application.

UI/UX Design Sportie LA • 2020

Developed a concept for an application promoting Los Angeles based sneaker, footwear and apparel store "Sportie LA". Conducted competitive analysis and user research, created mood boards and designed app logo and visual identity. Created user personas and workflows, designed sitemap, and conducted user testing for application.

Experience

Senior Learning Experience Designer Amazon • 2021– Present

Create blended course designs and operationalize instructional systems for Global Security Operations.

Adjunct Instructor University of Nevada-Las Vegas • 2019 – 2022

Taught and provided direction and mentorship for undergraduate art and design students. Integrated LMS technology to provide management and delivery of campus and remote learning activities. Planned and created a collaborative student-centered environment using lectures, in-class discussions, case studies and assignments.

Online Education Special Projects Intern University of Nevada • 2020

Developed an initial feasibility assessment and process for Open Educational Resources. Created standards-assessment rubrics and partnered with SME's and instructional designers to ensure a seamless documented process for curating resources for online courses.

At the end of the internship, funding for 12 faculty members was secured at \$1,000 each to support the development of open educational resources. A standards-assessment rubric was incorporated into the course design process

Project Manager Educational Networks • 2019

Led multifaceted interactive website projects for K-12 grades and districts. Communicated program and project status reports to stakeholders. Developed and maintained a detailed project plan for each account.

Education

Master of Fine Arts

Web Design and New Media

Academy of Art University
San Francisco, CA

Master of Science

Communications Design

PRATT Institute
Brooklyn, NY

Bachelor of Science

Elementary Education

The College of New Jersey
Trenton, NJ

Leadership Skills

Development & Management
Team Leadership
Collaboration & Vision
Strategic Planning
Results Oriented
Project Management
Customer Service Driven
Communication Skills

Design Skills

Content Developer
Educational Programming
Curriculum Development
Branding & Visual Identity
Instructional Design
User Experience
Graphic and Web Design
User Research

Technology

| | |
|-------------|------------------|
| Storyline | JavaScript |
| RISE 360 | PC/Mac OS |
| Camtasia | Google Suite |
| Photoshop | Microsoft Office |
| Illustrator | Canvas LMS |
| InDesign | Asana |
| HTML/CSS | |

CRYSTAL ANN MITCHELL, MFA, MS

Instructional Design

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Program Chair – Design The Art Institute of Las Vegas • 2010-2018

Served as an integral part of the academic and creative services team, planning, directing and supervising 29 faculty members on curriculum development and design direction for a variety of mediums and a wide range of concepts for advertising, graphic, web, interactive media, instructional, interior, drafting and fashion design programs.

Conducted Program Advisory Committee meetings on curriculum changes and new Design programs that met accreditation guidelines. Consistently exceeded performance and development goals in areas of business results including, recruiting, hiring, developing and retaining talented faculty. Achieved financial, retention targets and budgetary goals.

Assistant Academic Dept. Director-Graphic Design/Advertising

The Art Institute of California-Orange County, California • 2004-2010

Led, planned, developed and executed academic design solutions incorporating student and faculty initiatives. Demonstrated expertise in reaching, engaging and targeting student consumers through innovative, inspirationally enhanced academic success strategies.

Adjunct Instructor Glendale Community College, California • 2010

Taught and provided direction and mentorship for undergraduate art and design students.

Senior Graphic Designer Roland Corporation US, Los Angeles • 1997-2004

Executed timely delivery of projects that met Roland's business initiatives, conceptual designs and branding for a unique product line of electronic musical instruments and computer-related peripherals.

Broadcast Graphic Designer MTV Networks, NY • 1995-1997

Interfaced with Creative Director to execute weekly national and international news media graphic design concepts for world's leading music entertainment company.

Professional Development

2022 LXDCON: Working backwards for Learning III: Evaluate the right learning metrics

2022 LXDCON: Measuring and evaluating Workplace Learning Programs

2021 Articulate Storyline 360 Core Skills: Level 1 and 2

2020 OLC Webinar: Using Open Educational Resources to Increase Equity, Diversity, and Inclusion in Online Learning

2020 OLC Webinar: How can Instructors Efficiently Locate and Implement OER Materials for Quality Online Instruction?

2020 Webinar: Teaching the Arts in an Era of Closed Studios

2019 PSI Seminars: Leadership and personal success development

2017 Board member: ThinkART! "A Place Where Creativity Can Grow!"

Shaolin Kungfu Chan Las Vegas, Kung Fu practitioner