

DEB MATTOSO

LEARNING EXPERIENCE DESIGNER

HI, THERE!

My name is Deb Mattoso, and it is a pleasure to e-meet you. As someone with a deep understanding of eLearning, mastery of collaborating cross-functionally, and exceptional communication skills, I am confident I will be an asset to your team. Allow me to explain why.

With a passion for researching issues and **developing innovative solutions**, I write with clarity and creativity, tailoring my approach to suit the needs of diverse audiences and formats. My Communication Science, Instructional Design and Technology, and User Experience Design and Research degrees provide a solid foundation for my expertise.

Through my professional experiences, I have developed **outstanding written and verbal communication skills**, the **ability to apply theory and science** in developing eLearning courses using ADDIE and other **instructional design methodologies**, I **simplify technical or complex information** and tasks into a straightforward language without losing context and gained **strong organizational and project management skills**. I have experience balancing multiple projects simultaneously and **meeting aggressive timelines**, further sharpening my flexibility and **resourcefulness** to manage changing business requirements, projects, and resources, adapting accordingly and positively.

With a **passion for creating engaging eLearning experiences**, I use my user-experience expertise to consider the entire learner experience when creating and writing content for various formats and tailor my writing style for different deliverables and audiences. I appreciate the opportunity to **collaborate with cross-functional teams** and am happy to iterate on a piece to the point of perfection.

With my exceptional communication skills, talent for simplifying complex ideas into simple language, and experience collaborating with others, I am confident I will be a positive addition to your team.

Thank you for considering my application. Let me know when is a good time for a chat at your convenience. I look forward to discussing my qualifications and experience in more detail.

SINCERELY,







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CONTACT

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-  deboramattoso.com
-  Maryland, USA

EDUCATION

User Experience Design & Research

Cornell University

2021-2021

Graduate Certificate

Instructional Design & Technology

Walden University

2020-2021

Post-Baccalaureate Studies




Communication Science

Walden University

2018-2020

Undergraduate Studies

LANGUAGES

| | |
|------------|---|
| English |  |
| Portuguese |  |
| Spanish |  |
| Italian |  |

SKILLS

- Instructional Design Theory
- eLearning Development
- Written and Verbal Communication
- Project Management
- Visual Design
- Learner Experience and Research
- Curriculum Development
- Empathy and Compassion

WORK EXPERIENCE

Instructional Designer

Walden University 2022-present

Working as an Instructional Design at Walden University since August 2022 has enhanced several skills and brought me exciting new ones, including:

- The ability to apply theory and science in developing eLearning courses using ADDIE and other instructional design methodologies.
- Mastery of simplifying technical or complex information and tasks into a friendly, straightforward language without losing context has expanded my outstanding written and verbal communication skills.
- Experience with eLearning development tools like Instructure Canvas, D2L Brightspace, and Articulate Rise.
- The expertness in managing and coordinating projects from inception to completion, ensuring timely delivery and adherence to constraints.
- Proficiency in industry-standard visual design tools like Adobe Creative Suite and Canva to create compelling and visually appealing design solutions for various mediums, including digital and print.

Senior Product Specialist

Walden University 2020-2022

Taking a holistic approach to the operations processes, I developed time-efficient methods that were repeatable, systematic strategies. The uniformity ensured that all the necessary boxes were checked, avoiding potential oversights or inconsistencies. The wealth of product knowledge allowed me to work cross-functionally with the Office of Teaching and Learning Excellence as a Subject Matter Expert (SME), helping develop and improve orientation modules and materials.

Product Specialist





Walden University 2017-2020

Operating in an agile-scrum methodology, I worked collaboratively with various organization teams, improving the overall user experience. I provided live student support and created and developed operations processes and documentation.

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EXPERTISE

- Skilled eLearning professional with degrees in Communication Science, Instructional Design and Technology, and User Experience Design and Research.

Expertise includes:

- developing innovative solutions for diverse audiences and formats.
- applying ADDIE and other instructional design methodologies.
- managing multiple projects with changing business requirements and timelines.
- creating engaging eLearning experiences, tailoring content for different audiences.
- collaborating effectively with cross-functional teams.
- excellent communication skills.
- ability to simplify complex ideas.
- passionate about creating effective eLearning.

WORK EXPERIENCE (CONTINUED)

Copywriter

Freelance 2008-present

As an independent copywriter with over ten years of writing experience, I have worked with local small businesses, creating web content, including blogs, social media content, and UX writing. My work has been published on websites, digital magazines, and ebooks. My specialties include professional profiles, lifestyle blogging, and training materials.

Customer Experience Manager

SunTrust Investment Services, Inc. 2015-2017

I orchestrated a business model to assist the transition of client accounts, including accountability and communication with all internal and external stakeholders. While in this role, I helped manage and support over 5,000 brokerage client relationships totaling 500 million in assets under management. Proactively, I increased customer satisfaction and loyalty by creating an ongoing strategy for anticipating and meeting customer needs.

Office Manager

Ameriprise Financial Services, Inc. 2005-2013

As an office manager for this franchise office of Ameriprise Financial, I developed procedures and streamlined systems that helped reduce human error and brought more consistency. Later, this improved time management strategy was applied to several regional offices.