

karissegreen

karissegreen@gmail.com • (917) 499-9453 • linkedin.com/in/karissegreen/

EXPERIENCE

MAPR TECHNOLOGIES • SAN JOSE, CA

Director of Interactive Media (2014 -2019)

- Established and built education department that supports customer and employees via live instructor led training and on-demand courses
- Identified, hired and managed a team of interactive designers and illustrators involved in course production
- Developed scalable processes and identified software systems that facilitate higher production quality with lower production time
- Fostered and encouraged career development with direct reports
- Worked with subject matter experts to translate complex topics into courses using techniques of information architecture, storytelling and information graphics
- Coordinated directly with VP of Education to align production schedules with product releases, forecast customer needs and budget for contract hires
- Worked directly with VP of Marketing to ensure brand consistency for all training materials
- Collaborated directly with Curriculum Director to assign project ownership, timelines and delivery on a quarterly basis
- Produced, managed and updated 48 course catalog that generated an average of 40,000 leads per year facilitating sales and increasing revenue
- Wireframed and prototyped designs for LMS systems and course management platforms
- Created scalable storyboarding process for movies and on-demand training to be used by entire team

TOP SKILLS



Leadership



Project Management



Problem Solving



Soft Skills



Creativity



Time Management

CODE PROFICIENCY

- HTML5
- PHP
- CSS
- jQuery

SOFTWARE EXPERTISE

- Adobe Creative Suite
- Microsoft Suite
- Captivate
- Camtasia
- Smartsheets
- Float
- ION
- Skilljar
- Marketo

EDUCATION

THE ART INSTITUTE

B.S., Interactive Media Design

GUILFORD TECHNICAL COLLEGE

A.S., Advertising & Graphic Design

karissegreen

karissegreen@gmail.com • (917) 499-9453 • linkedin.com/in/karissegreen/

EXPERIENCE

MARKETO • SAN MATEO, CA

Senior Instructional Designer (2012-2014)

Course Development & Delivery

- Wrote, designed and produced video and instructor-led training for complex SaaS marketing product
- Managed/Executed all production aspects of course recording, including script development, graphic design, voice over recordings and interactive simulations
- Developed an average of 7 courses per month to keep up with the demand of a fast paced production release environment
- Worked with UX and Product teams to coordinate new material release dates and ensure visual consistency
- Worked with lead instructors to fine tune content based on audience feedback
- Created and organized over 23 one hour training seminars delivered at tradeshow events and offered as special All You Can Learn sessions

Management Tasks

- Managed work distribution with team of designers; reviewed and ensured quality, creativity, and consistency
- Help develop new processes and procedures in growing education department, including a style guide, production specs, and managing the work of offshore vendors
- Researched and implemented new training tools to constantly fine tune production
- Reported status of course development to VP of Education weekly

MARKETO • SAN MATEO, CA

Web Developer (2008-2012)

- Built over 2,000 new customer accounts with personalized templates using HTML & CSS
- Increased revenue by creating custom landing page and email designs for customers
- Worked with Engineering and Support teams to determine best methods for integrating custom code into the Marketo work space
- Managed high volume of incoming jobs in a timely manner

BRICKFISH • SAN DIEGO, CA

Campaign Creative Manager (2006-2008)

- Helped implement and develop processes and practices in a fast growing start up environment
- Worked internally with Marketing, Audience and Program Managers to brainstorm and create house sponsored campaigns that would complement current client campaigns and increase site traffic for specific demos

THE HOME DEPOT SUPPLY • SAN DIEGO, CA

Graphic Designer (2003-2005)

- Worked with marketing and merchants to develop various direct mail pieces
- Developed and built 1,600 page catalog that is produced yearly
- Developed new looks for direct mail projects

WORK SAMPLES

www.karissegreen.com