

CRYSTAL HUNTER

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Learning Experience Designer

with instructional design and UX expertise and 18 years of experience designing learning products and programs for clients across a myriad of industries.

Expertise

- ID: Performance and training needs analysis, program / course design, ILT/VILT, eLearning, simulations, print materials, visual presentations, video scripting, assessments, evaluations
- UX: Research, personas, user stories and flows, wireframes, prototypes, information architecture, user testing

Happy Clients

- Abbott Pharmaceuticals
- Bank of America
- Bechtel Corporation
- Cargill
- Choice Hotels International
- The Coca-Cola Company
- Coconino County
- Eastman Performance Films
- GolfNow
- Hitachi Vantara
- Kiewitt Corporation
- Mars
- Morgan Stanley
- PNC Bank
- Prolmpress
- SunRun
- TIAA
- UBS
- UWorld
- Walt Disney Parks & Recreation
- Wells Fargo

Qualification Highlights

- Big-picture learning and workforce transformation strategist, dedicated to addressing client and user/learner needs
- Skilled in managing complex projects and remote teams
- Instructional design and UX expertise

Professional Experience

Crystal Hunter Design 2010 – Present **Learning Experience & UX Design Consultant**

- Provide instructional design and UX services to clients, including leading the designs and development of eLearning, instructor-led/virtual training, and B2B/B2C EdTech platforms. See client list to the left.

Brigham Young University – Idaho 2021 – Present **Adjunct Online Instructor**

- Teach ART 337R: Interaction Design to online students who learn foundational UX design skills and complete a semester-long design project.
- Serve as a mentor for students who are completing their Web Design and Development capstone projects.

UWorld 2019 – 2020 **Senior Product Design Consultant**

- Designed an award-winning business-to-business (B2B) platform that helps districts, universities and private organizations deliver test prep content to students.
- Conducted competitor analysis and research to identify opportunities to differentiate from primary competitors.
- Facilitated interviews and focus groups with users (faculty, school administrators and students), subject matter experts, and the executive committee to define learner/user needs and business requirements.
- Created user personas, stories, and flows.
- Designed low, mid, and high-fidelity wireframes and prototypes using Sketch and InVision.
- Presented designs to C-level stakeholders and vertical department heads (e.g. medical, nursing, accounting, legal) and incorporated their feedback into designs.
- Documented design notes and information architecture for the UI Designer and a remote development team and attended grooming meetings to clarify mockups and acceptance criteria.
- Implemented usability testing with four high school districts and offer recommendations for system enhancements based on user feedback.
- Recommended standards to support users with disabilities as defined by WCAG 2.1, 508 and ADA.

The GMarie Group

2006 – 2010

Client Solutions Manager & Senior Design Consultant

- Led teams through all phases of design, blending UX and instructional design methodologies to create educational technology products and programs for clients. Deliverables often include mobile-responsive eLearning, simulations, Web portals, visual presentations, and videos.
- Facilitated interviews and focus groups with subject matter experts, stakeholders, and end users to identify needs, personas, etc.
- Completed and oversaw roadmaps, detailed designs, storyboards and scripts that underwent alpha, beta and gold reviews with clients.
- Evaluated programs to measure user satisfaction, knowledge gains, skills transfer, and return on expectations aligned to business objectives.
- Managed and wrote proposals in response to client RFPs.

University of Phoenix

2004 – 2006

Instructional Developer

- Designed online courseware and multimedia activities for University of Phoenix Online, Axia College, Western International University, and Orange Lutheran Online High School.
- Collaborated with instructional designers to write course objectives, identify assessment strategies, create instructional activities, and design multimedia interactions for students.
- Received a Top Performer Award from CEO for deploying courses quickly while adhering to ID standards.

Education

M.S. Instructional Systems Design: Online and Distance Learning, Florida State University

B.S. Multimedia Writing and Technical Communication, Arizona State University

UX Certificate, CareerFoundry

UI for UX Designers Course, CareerFoundry

Tools

- Adobe XD
- Balsamiq
- Camtasia
- Captivate
- Figma
- Illustrator
- InVision
- LucidChart
- MS Suite
- Miro
- OptimalSort
- Photoshop
- Rise
- Sketch
- Articulate Storyline 360
- Vyond