

JEN GASPAR-SANTOS

BURLINGAME, CA | (862) 325-3249 | jennifersantos650@gmail.com | [LinkedIn](#)

Professional Summary: Instructional designer with 9+ years of experience in Ed Tech and Fintech (B2B SaaS) environments. Skilled in leveraging UX research and design thinking methodologies to drive learning operations. Proven ability to manage complex projects (experience delivering content and insights to senior leadership). **Skills:** Workshop Facilitation, Stakeholder Management, People Development, Storytelling, Gathering Voice of the Customer, Change Management. **Tools:** Adobe Premiere/Firefly/Photoshop, Figma, Wrike, (self-taught) Python/XCode, Camtasia, Articulate 360, dScout, Mural, Reduct

INTUIT | Principal Design Strategist

March 2021 - Sept 2024

- Led PM work and designed instructional content to help connect engineers and senior leaders to the customer journey. Worked with cross functional teams to oversee the development of all training content (e.g. copy, engineers, video/print, tech and brand team). Led to high NPS score (70+) and positive learning metrics (user interviews, survey verbatims). Worked with cross functional teams e.g. creative, tech and product teams under a fast timeline to build, test and iterate on instructional content.
- Worked closely with the Learning and Dev team to teach leadership capabilities to senior leaders (Dir and above). Examples of projects include: designed an on-stage case study with supplemental print materials. Worked with product teams and tech to deliver a Gen AI immersion for senior leaders, led scripting and facilitated a panel with Gen Z small business owners. Worked with the learning and dev team to design materials and comms for Degreed learning pathway.
- Experience with ADDIE model and adult learning principles while developing immersive experiences including metaverse experience for engineers. Designed customer quest experience (including customer recruitment/compensation, comms and print materials) for SBSEG (Small Business/Self Employed Group) product teams.
- Experience leading qualitative UX research in a B2B SaaS environment, Led user interviews with SMEs and usability testing with Mailchimp customers. Experience with customer recruitment/compensation and synthesizing insights for senior leaders. Led user interviews with GenAI beta groups, creating video reels, facilitating customer interviews with local and non-US customers, responsible for delivering instructional print and digital materials end-to-end.

STANFORD D.SCHOOL | Design Thinking - Instructional Lead (Contract)

Aug 2018 – May 2020

- Worked with Stanford's design team to teach design thinking methodologies to educators and thought leaders. Workshop content included empathy interviews, journey mapping, synthesizing insights into visual data, challenging leap of faith assumptions, ideating (going from broad to narrow), rapid prototyping and testing.

SI COLLEGE PREP | Director of Educational Technology & Innovation

Aug 2015 – June 2021

- Led Tech on-boarding for 1200+ learners and educators, conducted learner needs analysis, led usability interviews to deliver personalized training, curating the right tech stack to meet those needs. Worked w/ IDEO on designing prototype to re-design the traditional report card. Idea hit XM viewers and created partnership with Piktochart.

CASTILLEJA SCHOOL | Director of Educational Technology

Aug 2012 - June 2015

- Driver for professional development, both in-person and blended learning trainings, received an innovation grant for designing e-learning course on Ed Tech that drew a global reach. Worked closely with Dir. of Assessment to design learning metrics, surveys and assessments of experiential learning.

EDUCATION

MA INSTRUCTIONAL TECH, San Francisco State University | BA BUSINESS, Loyola Marymount University