

Julia Shapiro, M.A., Ph.D.

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SUMMARY

I design **learner-centered programs that solve business problems** through systems-level analysis in collaboration with SMEs, stakeholders and associates (including learners). My instruction is data driven and aligned with learner experience, context and content.

I have an M.A. in writing and adult learning and spent 10+ years of designing and delivering training for students entering universities, including 280 hours of coaching in research and writing skills. As a corporate ID, I apply learning theory to building **AI-driven tools for higher-order tasks and deeper learning** in asynchronous, digital environments.

PROFESSIONAL EXPERIENCE (*selected – full list of experiences available upon request)

Senior Sales Consultant

Varsity Tutors

1 June 2025 - present

- EdTech consultative sales
- Providing AI-assisted customer service support to families seeking tutoring, average 15 per day
- Using first-hand experience in a sales role as the basis for a multimedia sales training program using sports psychology and learning science demonstrated to increase retention and performance by more than 20%.

Instructional Designer

Pathfinder Hospitality

28 Oct 2024 – 28 April 2025

- Sole instructional designer / elearning developer on a lean team, agile development
- **Increased onboarding participation by 40%, sales data collection by 15%, and time-to-proficiency for front-desk sales agents by 60%**
- Created higher-learning interactions in **Articulate Storyline** with **custom JavaScript**:
 - AI-assessed free-response interactions
 - Social-learning interactions
- Redesigned and updated 30+ hours of ILTs on onboarding, sales and customer service into 5 hours of high-complexity, **high-interactivity eLearnings** over 6 months
- Produced 10+ engaging **instructional videos (Vyond)** in eLearnings

- Managed and updated course versions on **LMS ISolved University**
- Performed 15+ hours of **SME interviews** for 6 separate projects
- Performed 7+ hours of **needs analysis** interviews with stakeholders and associates
- Created learning programs to **reinforce material with practice** over time
- 200+ learners

Instructor, First-Year College Writing (Instructional Design)

Department of Writing, Rhetoric, and American Cultures, Michigan State University

15 August 2015 – 15 July 2016

Department of English, University of Wisconsin, Madison

15 August 2018 – 15 December 2018

- Authored and guided **70+ hours of curriculum**
- **LMS systems** Canvas, Desire2Learn
- Conducted 120 hours of research and advisory **interviews** with **coaching** for 58 learners
- Tracked data on learners' progress (95% learners reached 80% targeted skill levels)
- **Onboarding and upskilling** new students in communication skills to succeed in college, using task-based instruction designed to motivate adults
- Designed training to instruct in multimedia / visual storytelling, video storyboard drafting and videography
- Authored and presented 3 peer-reviewed research papers at nationally / internationally recognized conferences

Writing Center Satellite Administrator and Consultant

Department of Writing, Rhetoric, and American Cultures, Michigan State University

15 August 2016 – 15 June 2017

- **Supervised** a satellite-location team of 8 writing consultants providing support in designing **effective written communication** to all levels of learners
- **Coached** 180+ learners in written communication (approx. 160 hours)
- Monitored, evaluated and **offered feedback on consultants' performance** as instructors
- Collected and analyzed 400+ surveys for **learner personae / needs analyses**
- Authored and presented two peer-reviewed research papers at nationally recognized conferences

Section Head and Instructor of Classics (Instructional Design)

Department of Foreign Languages and Literatures, University of Memphis, TN

1 August 2011 – 1 June 2012

- **Supervised** three fellow instructors teaching 240+ learners
- Developed learning experience outline/curricula, educational **materials and assessments** for eight 16-week courses (512 hours of curriculum)
- Orchestrated and coordinated alignment of instructional materials, learner goals and assessments for 330+ learners across all four Classics instructors' courses

- Problem-solved and coordinated scheduling and staffing for all sections of Classics courses

EDUCATION

M.A., Critical Studies in Literacy and Pedagogy, Michigan State University

Ph.D., Classical Studies, University of Michigan, Ann Arbor

B.A., Classical Languages and Literature, cum laude, University of California, Berkeley

SKILLS SUMMARY

COURSE AUTHORING / DESIGN:

Articulate Storyline / Rise

Adobe Captivate

Canva

VIDEO:

Vyond

Synthesia

Camtasia

LMS:

Canvas

Moodle

iSolved

COMMUNICATIONS / BASIC:

Microsoft Suite (Word, Powerpoint, Excel, Teams)

Google Suite (Docs, Sheets, Slides, Forms)

Slack

CRM:

Salesforce

Hubspot

CODING:

JavaScript

HTML / C++

Python

