Jen Hutton is a project manager, learning designer, and educator. She specializes in online learning and digital content development for and by creatives.

Contact

[Website](#) | [LinkedIn](#)

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Work Experience

Skillshare

Program Manager II, Teacher Success, 07.2021 – present

California Institute of the Arts, Valencia, CA

Project Director, Online Education and Research, 04.2016 – 07.2021

In this role I directed and collaborated with multiple teams to produce and deliver high-quality online course content and support learner communities. I worked with academic administrators and institute partners to define programmatic and strategic goals for online learning initiatives and instructional technology. I advised instructors and project personnel on curriculum and instructional design, oversaw video and asset production, and managed budgets and timelines.

- ◇ Directed CalArts' [Open Learning initiative](#), a portfolio of 26 courses and programs on our partner platforms Coursera and Kadenze. Led the design, development, launch, and marketing for 19 of those courses, and manage ongoing maintenance, updates, and marketing for all courses. Advised academic leadership on areas of opportunity. Cumulative reach of 880k users and $1.2m in net annual revenue.

- ◇ Launched an internal platform, [Coursera for Campus](#), to enable free access to our Coursera courses for the CalArts community.

- ◇ Designed and delivered 5 hybrid courses for professional animators as part of an institutional partnership with Ánima Estudios in Mexico City. Conducted a needs analysis and market research to determine and assess training goals.

- ◇ Initiated and led the development of a pilot program of high-touch, intermediate-level online courses targeting adult learners worldwide.

- ◇ Created an open-source tool, the [MOOC Review Framework](#), to provide objective feedback on massive open online courses and generate a clear action plan for course improvements.

- ◇ Served as the primary administrator of both instances of the institute's LMS (on-campus and extension).

- ◇ Was a core member of the Provost's academic continuity team in support of the institute's shift to remote instruction due to COVID-19.
  - ▸ Designed, developed, and co-facilitated [a comprehensive 12-hour training course](#) for faculty.
  - ▸ Led [15 professional development webinars](#) for faculty on best practices for online teaching and course design.

- ▸ Launched an [online teaching resource wiki](#) that provides additional how-tos and support documentation for teaching online.
- ▸ Provided lead coordination with IT and the Registrar on internal processes and policies to shift all courses to [the campus LMS](#), increasing usage from 12% to 70%.

Lead Research and Instructional Assistant, 07.2013 – 04.2016

Teaching Assistant, Writing Arts, 09.2012 – 05.2013

Self

Writer and Editor, 01.2009 – present

My primary focus is art criticism. Selected reviews, essays, and projects are visible on [C Magazine](#), [Artforum](#), and on [my website](#).

Susan Hobbs Gallery, Toronto, ON

Assistant Director, 01.2009 – 08.2011

University of Guelph, Guelph, ON

Adjunct Instructor, Sculpture, 01.2011 – 04.2011

David Mirvish Books/Books on Art, Toronto, ON

Sales Associate, 01.2007 – 01.2009

Banff Centre, Banff, AB

Creative Residencies Assistant, Visual Arts, 04.2005 – 04.2006

Administrative Assistant, Theatre Arts, 09.2004 – 04.2005

Education

California Institute of the Arts

Master of Fine Arts, Creative Writing, 2013

University of Guelph

Bachelor of Arts, Studio Art, 2004

Certifications and Selected Coursework

Implementing Universal Design for Learning in Higher Education, EDUCAUSE, 2020

Leadership in Online Learning Mastery Series, Online Learning Consortium, 2019

Project Management for Learning Professionals, Association for Talent Development (ATD), 2018

Master Instructional Designer Certificate, Association for Talent Development (ATD), 2017

User Experience Design Bootcamp, General Assembly Los Angeles, 2016

Conference Presentations & Professional Activities

2019 Coursera Partners Conference, University College London, London
"Supercharge Your Course Production"

2018-19 ID2ID Program Participant

2018 Coursera Partners Conference, University of Arizona, Tempe, AZ
"Video Production: Quality and Scale"

2016 AICAD Conference, Ringling School of Art and Design, Sarasota
"Online Degrees and MOOCs, Nontraditional Students, and New Content Areas"

2015 Coursera Partners Conference, Newport Beach, CA
"Tips and Tricks from the Coursera Course Trenches"

Core Competencies

Creative problem solver: finds solutions quickly while staying within the parameters of good practice.

Adept at translating complex concepts and material into accessible and thoughtfully-designed content appropriate for its intended audience.

Proficient in communicating with and providing direction to both technical and non-technical teams.

Strategic thinker with a systems-based mindset: sees opportunities for growth and streamlining operations as part of a holistic, long-term plan.

Ensures a project's goals, overarching purpose, and criteria for success are clearly defined to all stakeholders and affirmed in each step of development.

Demonstrates authentic leadership and a collaborative attitude.

Skills

Project Management
Writing and Content Editing
Instructional Design
Curriculum Design
UX/UX Writing
Digital Content Strategy
LMS/SIS Administration
Airtable/Asana/Trello/Notion
Premiere/Camtasia/Frame.io
Audition/Pro Tools
Illustrator/Photoshop/InDesign
Google Docs/Sheets/Slides
Word/Excel/PowerPoint
HTML/CSS/Javascript
WordPress/DNN

References available upon request.