

Jen Hutton

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Career Summary

Versatile and dynamic program manager, instructional designer, and educator with 9+ years of experience leading digital learning projects and communities. Creative problem solver and strategic thinker who steers towards continuous improvement, opportunities for scale, and streamlining operations. Adept at translating complex concepts and material to create accessible and thoughtfully-designed content.

Communicating with and providing direction to both technical and non-technical teams is what I excel at; bringing a spark to any organization is something I strive for.

Work Experience

Skillshare, Los Angeles, CA (remote)

Sr. Program and Community Manager, Teacher Success, 07.2021 – present

Manage a global community of about 400 up-and-coming teachers creating content for our platform.

- ◆ Set the strategy and lead weekly and quarterly programming, such as webinars, publishing challenges and community discussions, in support of departmental goals. Exceeded teacher publishing and class quality OKRs each quarter.
- ◆ Mentor a team of 5 coaches (contract); developed a playbook and onboarding training to operationalize their work.
- ◆ Developed a localization plan to scale community operations for new GTM languages (in progress).

Create and maintain teacher-facing training and support documentation across all topic areas, including class design/pedagogy, marketing, payments, and technical support.

- ◆ Drove a complete overhaul of our [teacher knowledge base](#) in Zendesk – tackling content, architecture, and overall UI – on an accelerated 5-month timeline.
- ◆ Oversaw the production and launch of our self-service teacher training offering, [Teach on Skillshare: Plan, Publish, and Promote an Engaging Class](#) (September 2022).

California Institute of the Arts, Valencia, CA

Project Director, Online Education and Research, 04.2016 – 07.2021

Directed and collaborated with multiple teams to produce and deliver high-quality online course content and support learner communities. Worked with academic administrators and institute partners to define programmatic and strategic goals for online learning initiatives and instructional technology. Advised instructors and project personnel on curriculum and instructional design. Oversaw video and asset production, and managed project budgets.

- ◆ Directed CalArts' [Open Learning initiative](#), a portfolio of 26 courses and programs – primarily in graphic design, UI/UX design, and web development – on our partner platforms Coursera and Kadenze. Led the design, development, launch, and marketing

for 19 of those courses, and managed 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 (2020).

- ◆ 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 evaluation strategy to determine and assess training goals.
- ◆ Designed, developed, and co-facilitated faculty training content – including [a 12-hour hybrid training course](#) and an [online teaching resource wiki](#) – in support of campus remote instruction during the Covid-19 pandemic.

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 personal website](#).

Susan Hobbs Gallery, Toronto, ON

Assistant Director, 01.2009 – 08.2011

University of Guelph, Guelph, ON

Adjunct Instructor, Sculpture, 01.2011 – 04.2011

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

Community Operations 101, C School, 2022

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 and Skills

- ◆ Project Management
- ◆ Community Management
- ◆ Instructional Design
- ◆ Technical, Copy, and UX Writing
- ◆ Strategic Planning
- ◆ Systems Thinker
- ◆ LMS Administration
- ◆ Zendesk
- ◆ Airtable/Asana/Trello/Notion
- ◆ Illustrator/Photoshop/InDesign
- ◆ Google Docs/Sheets/Slides
- ◆ HTML/Markdown/CSS

References available upon request.