Jen Hutton

Program Manager | Learning Design, Operations, and Community

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Summary

Program manager with 10+ years designing learning and community programs, and building the operations that help them scale. I turn ambiguous problems into clear plans and partner across Product, Marketing, and Support to make them happen, from a 1:1 advisory program where customers adopted 40% of recommended features at Patreon to 19 online courses reaching 880K learners at CalArts. I build with craft and care, not just results.

Core Skills

Learning design: Curriculum development, instructional design, content development, online pedagogy, adult learning, customer education, learning program management

Program operations: Program management, quality control, learning analytics, data analysis, process design, knowledge management, cross-functional alignment, AI workflow design

Leadership: Team supervision, collaborating with subject matter experts (SMEs), contractor management, budget ownership

Tools: LMS administration, Coursera, Kadenze, Asana, Airtable, Notion, Claude, ChatGPT, Looker, SQL, Google Sheets, Figma, Zendesk, Salesforce

Experience

Patreon | New York, NY

Senior Scaled Creator Programs Manager — Sep 2025 – Jul 2026

- Built and operationalized a scalable 1:1 growth consult program for Patreon's 200K+ SMB base. Creators adopted 40% of the features recommended in their consults, which was ~10x the conversion of the team's best lifecycle campaigns.
- Piloted an asynchronous extension of the growth consult model using AI tooling; on track to 3x capacity.
- Partnered cross-functionally with Product, Community, and Marketing to launch and evaluate scaled growth programs, including webinars, hybrid courses, and coaching.
- Led a three-pronged research initiative (competitive analysis, data analysis, user interviews) to define programmatic strategy for Patreon's 1–10K creators.

Skillshare | Los Angeles, CA (remote)

Staff Program Manager, Community Operations — Mar 2024 – Sep 2025

Senior Program and Community Manager — Jul 2021 – Mar 2024

- Owned end-to-end operations for Rising Teachers, a 400-member development program. Managed budget, built recruitment and onboarding workflows, and used engagement and outcome data to iterate on the program
- Led a full Help Center overhaul: content, IA, design, and CMS migration, plus hiring and managing an independent contractor for web design. Improved customer self-service access and reduced support volume across thousands of users.
- Built and led scaled programs to drive adoption of new product lines (e.g., 1-on-1 Sessions, digital products, Creator Hub), in close partnership with Product, Marketing, and Support.
- Produced and delivered customer education at scale, including live training, 1:1 coaching, virtual conferences, and a self-paced onboarding class for new teachers that earned a 94% satisfaction score.
- Oversaw the Teacher Support function and the voice-of-the-customer CSAT survey for 2 years; directly supervised 1 full-time employee and 3 contract staff.

California Institute of the Arts | Valencia, CA

Project Director, Online Education and Research — Apr 2016 – Jul 2021

Lead Research and Instructional Assistant — Jul 2013 – Apr 2016

- Directed the Open Learning initiative end to end, from curriculum development through launch. Coordinated faculty SMEs, instructional design, and production for 19 online courses on Coursera and Kadenze, reaching 880K learners and generating $1.2M in annual revenue.

- Established quality control across content development, reviewing course video at pre- and post-production stages and refining learning assets for accuracy and learner experience.
- Managed a campus-wide LMS integration project with IT, increasing platform adoption from 12% to 70% in one semester; wrote documentation for long-term continuity.
- Advised the Provost and CFO on academic strategy during CalArts' shift to remote instruction during the COVID-19 pandemic, and served as an ongoing advisor on content direction and investment in online extension programs.
- Designed and delivered hybrid courses and faculty training, including a 12-hour online teaching program, a student readiness module, and an online teaching resource wiki.
- Led a team of 1 full-time instructional designer, student workers, and contract production staff; owned the production budget.

Education

Master of Fine Arts, Creative Writing
California Institute of the Arts

Bachelor of Arts, Studio Art
University of Guelph

Certifications and Coursework

- Master Instructional Designer Certificate, Association for Talent Development (ATD)
- Project Management for Learning Professionals, Association for Talent Development (ATD)
- User Experience Design Bootcamp, General Assembly
- Implementing Universal Design for Learning in Higher Education, EDUCAUSE
- Leadership in Online Learning Mastery Series, Online Learning Consortium
- Executive Communication and Influence, Wes Kao / Maven
- Fundamentals of UX Writing Certification, UX Content Collective (in progress)