Laura Pasquini

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techknowtools.com/about

EXPERIENCE

Global Learning & Development Sr. Manager   SEP 2023 – PRESENT
People Team, PSC Consulting, Kirkland, WA
- Support employees with career growth and professional development
- Redesign the Managing @ PSC People Manager onboarding learning path
- Executive coaching – 1-on-1 and small groups for leadership growth
- Design technical communities of practice for knowledge capture and sharing

Career & Executive Coach   JUN 2020 – PRESENT
Careers By Design - TechKNOWTools, Seattle, WA
- 675+ hours earned by coaching 200+ clients in technology, healthcare, sales/retail, and education sector
- Support executives with leadership presence and change management
- Partner on career transitions, wellness at work, and development plans
- Contract coach for BetterUp (2021-Present) & SkillCycle (2022-2024)

Program Manager   OCT 2022 – AUG 2023
Consumer Customer Service Support, Amazon, Seattle, WA
- Leading the Social Media Customer Service global training program design
- Developing the research framework for learning experimentations & pilots
- EQ facilitator and coach for the G&A Executive Development Program

Sr. Learning Specialist   AUG 2021 – SEP 2022
People Experience Technology + G&A Learning, Amazon, Seattle, WA
- Support General & Administrative (G&A) learning team in HR for Legal, Finance Global Business Services, and Global Corporate Affairs
- Create leadership & development for People Experience & Technology
- Research organizational design needs for HR stakeholders
- LXD Community Involvement: Chair for LXDCon 2022

Sr. Instructional Designer   FEB 2020 – AUG 2021
Digital, Devices & Alexa Support, Amazon, Seattle, WA
- Learning experience design (LXD) for Digital, Devices, & Alexa Support
- Develop blended training curriculum for global customer service associates
- LXD Program Manager: Kindle, Fire Tablets, Amazon Music, & Appstore
- Localization and translation support for training in French marketplaces
- LXD Community Involvement: The LXD Podcast & LXDCon 2021

Learning & Design Consultant   APR 2017 – PRESENT
TechKNOWTools, Dallas, TX & Seattle, WA
- Conduct needs analysis to determine performance/learning solutions
- Create online/blended workshops for industry & professional organizations
- Evaluate training modalities & on-the-job resources with/for technology

EDUCATION

Ph.D., Workplace Learning & Performance — *University of North Texas (UNT)*, TX, USA
GRADUATED August 2014

M.S. Ed., Teaching Foundations — *Niagara University*, NY, USA
GRADUATED May 2005

B.A., History (Honors) — *University of Guelph*, ON, Canada
GRADUATED April 2002

CERTIFICATIONS

Professional Certified Coach (PCC)
International Coaching Federation
COMPLETED May 2024

Certified Professional in Talent Development (CPTD), *Association for Talent Development*
COMPLETED November 2020

EQ-i 2.0/EQ 360 Inventory MHS
COMPLETED March 2022

Certified Sparketype Advisor
COMPLETED February 2022

Faculty Coach   SEP 2019 – SEP 2021
Noodle, New York, NY

- Build faculty confidence to teach effectively in the virtual classroom
- Discuss goals as a thinking partner for digital course planning & facilitation
- Train faculty/teams on digital strategies to support online teaching/learning

Senior Researcher & Learning Architect   SEP 2019 – FEB 2020
iDesign, Dallas, TX

- Lead study of EDUCAUSE Professional Learning Institute Online Programs
- Collaborating with SMEs for digital training design for law, healthcare, & IT
- Evaluated performance-based outcomes for IT professionals

Senior Lecturer & Lecturer   AUG 2014 – AUG 2019
UNT College of Information, Denton, TX

- Designed online/blended learning content for HR, ID, & training courses
- Instructed and advised BA/MS/PhD Learning Technologies students
- Directed undergraduate curriculum planning, advising, & mentoring

Research Associate   OCT 2014 – MAR 2019
Digital Learning & Social Media Group, Royal Roads University, Victoria, BC

- Identified strategies open, online learners (n=92) use to persist in MOOCs
- Authored academic publications and reports for multiple projects
- Presented scholarly findings to share impact and implications beyond study

CREATIVE WORKS & HIGHLIGHTED PROJECTS

- **25 Years of Ed Tech: The Serialized Audio Version**; Host & Producer of the "Between the Chapters" Podcast https://25years.opened.ca/
- **Design Your Career 1:1 Coaching:** https://techknowtools.com/coaching/
- **Equity Diversity & Inclusion (EDI) in Research**, Royal Roads University: Script & animation for the EDI report Explainer Video
- **Podcasting**: Production & Training https://techknowtools.com/podcasts/
- **Open Higher Ed Learning & Development (HELD) Library**: Repository for digital assets & objects https://openheld.omeka.net/
- **Research Shorts YouTube Channel**: Produced explainer animation videos for scholars & researchers https://www.youtube.com/c/ResearchShorts

RESEARCH PUBLICATIONS

- Student affairs professionals on Facebook: An empirical look. *Journal of Student Affairs Research and Practice*, *58*(1), 62-78.
- Being/becoming professional online: Wayfinding through networked practices and digital experiences. *New Media & Society*
- Networked practices in higher education: A netnography of the #acadv chat community. *The Internet and Higher Education, 45 (100723).*
- Other publications & scholarship: https://techknowtools.com/publications/

CERTIFICATES

Digital Curation & Data Management, *UNT Information*
COMPLETED May 2020

Leadership and Supervision Management*, UNT Business*
COMPLETED March 2012

E-Learning, *University of Toronto*
COMPLETED January 2010

TECHNICAL SKILLS

Adobe Design Suite

Articulate 360 & Storyline 3

Camtasia

MS Office Suite

WordPress

Qual. Research: NVivo & Dedoose

Quant. Research: SPSS & R

VideoScribe: Whiteboard Animations

Garageband & Pro Tools: Audio Editing

KNOWLEDGE

Virtual & Blended Learning Design

Coaching Individuals & Teams

Open Educational Resources & Practices

Project Management

Program Evaluation

ADDIE, SAM, & RID Models

Digital Communities of Practice

HPI and HPT Performance Models

360 Degree Evaluations