

Patricia Westpfal

Contact



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Syracuse, NY



[patriciawestpfal](#)

Education

M.Ed. | Instructional Design |
University of Massachusetts,
Boston, MA | 2007 - 2009

Certificate | Human Resource
Management | Villanova
University, Villanova, PA | 2006

B.A. | Modern Languages |
Framingham State College,
Framingham, MA | 1999 - 2003

Key Skills

- Microsoft Outlook, Word, Excel, PowerPoint, SharePoint, Teams
- Google Docs, Sheets, Slides
- Adobe Presenter, Captivate, Photoshop, InDesign
- Articulate Studio, Storyline, Rise
- TechSmith Camtasia
- Cornerstone OnDemand
- Regis SimGate
- Figma
- Miro
- Mural
- Audacity
- Descript

Languages

- English (Fluent)
- French (Intermediate)
- Spanish (Basic)

Professional Summary

Results-driven Human Resources professional and Learning Experience Designer with 15+ years of experience designing solutions to develop capabilities in leaders for Fortune 100 companies in finance, hospitality, retail and healthcare. Deep experience in needs analysis, performance support and competency-based learning.

Professional Experience

eLearning Client, San Francisco, CA

Freelance Learning Experience Designer | 2019 – Present

- Designed graphic novel style online program for 300,000+ hospitality industry employees to enhance recognition of physical threats and cyber security risks
- Led instructional design team to envision learner journey of 80+ assets to enrich the onboarding experience of 15,000 banking contact center employees
- Crafted content for multi award-winning management certification program that combined interactivity and gamification to build team leadership skills

Liberty Mutual Insurance, Boston, MA

Senior Instructional Designer | 2012 – 2018

- Created blended, phased learning journey for reorganization of 200+ Human Resources employees in preparation for new roles
- Led a team that built an interactive scenario-based online program to up-skill managers in pay conversations; rated as 94% excellent/good by 3,600 learners
- Developed highest-rated flagship management classroom program for 800+ new leaders annually

Instructional Designer | 2010 – 2012

- Initiated new leader and participant guides for all management and professional development programs saving approximately 20% of annual print costs
- Developed job task analysis for new HR and Payroll roles to determine training opportunities

HR Representative | 2007 – 2010

- Conducted behavioral interviews, hosted informal lunch sessions with candidates, managed relocations and led orientation activities
- Consulted with business partners about 180° and 360° assessment needs; facilitated small group training sessions to build this capability in others

Program Coordinator | 2007

- Produced job aids and glossary during implementation of new learning management system to familiarize system users with the technology
- Successfully managed enrollment and reconciliation of employee records in learning management system to maintain accurate reporting

Sun Life Financial, Wellesley, MA

Operations Coordinator | 2004 – 2006

- Presented claims training and orientation for managers, software developers, training consultants and new employees to build claim processing skills
- Introduced documentation of team's core processes to enable cross-training of customer service representatives