

Karen Labenz

109 Ramblewood Parkway | Mount Laurel, NJ 08054 | 609-560-2915 | klabenz@karenlabenz.com

Profile

- 20 years experience in education and corporate training design and development.
- Hold a Master of Education degree specializing in e-Education.
- Manage a successful freelance instructional design and e-learning development consultancy.

Experience

Instructional Design/E-Learning Consultant, Self-Employed 2001-present

- Perform needs assessments and design curricula and courses.
- Create design documents, outlines, storyboards, evaluations, and assessments.
- Develop e-learning applications and supplemental materials.
- Clients include Bayada Nurses, AstraZeneca, Bristol-Myers Squibb, Astea, Hajoca Corporation.

Senior Instructional Designer, CramerSweeney, Mount Laurel, NJ 2006-2007

- Perform needs assessments and design curricula and courses.
- Create design documents, outlines, storyboards, evaluations, and assessments.
- Develop e-learning applications and supplemental materials such as instructor and learner guides.
- Clients include Nielsen, Abbott, ARAMARK, and WL Gore.

Director of E-Learning Development, Center for Performance Excellence, Media, PA 2002-2004

- Created and managed curricula and courses in pharmaceutical marketing for a variety of companies, including AstraZeneca and Johnson & Johnson.
- Led the conversion of instructor-led courses to online and blended learning experiences.

Director of Instructional Design, Access Technologies Group, Plymouth Meeting, PA 1997-2001

- Created and managed department of instructional designers, information architects, and content developers.
- Interacted with potential clients as ATG's senior instructional designer during sales calls.
- Coordinated with project managers for scheduling and allocation of resources.
- Clients included AT&T, Lucent Technologies, Netscape, ESPN, and Bell South.

Education

- Master of Education in e-Education, University of Phoenix Online 2003
- Bachelor of Science in Marketing, Saint Joseph's University, Philadelphia, PA 1987

Skills

Proficient in a wide variety of software and hardware for courseware development, including Flash, Captivate, Articulate, Power Point, Dreamweaver, and Publisher. Adept with SCORM-compliant Learning Management Systems and other technology solutions such as Plateau, Blackboard, and Moodle. Published photographer, voice-over artist, and videographer.