

# LIZ HERRICK

---

[herrick@outlook.com](mailto:herrick@outlook.com) ▪ 104 Glen Rd., Deering, NH, 03244 ▪ 858-768-1892  
Portfolio: [www.lizherrick.com](http://www.lizherrick.com)

**SUMMARY** Accomplished leader of the design and development of innovative K-12 and adult learning products. Extremely creative, collaborative, and consultative, with strong business acumen and the proven ability to craft and implement a strategic vision. Effectively manage projects to completion within time and budget constraints to achieve key business goals.

## PROFESSIONAL EXPERIENCE

2008 - Present *Becton, Dickenson and Company (CareFusion), San Diego CA*  
**Manager, Performance Consulting, Education Services**

- Guide teams through the design and development of learning solutions resulting in increased customer satisfaction and associate performance improvement.
- Analyze data, use on-going needs assessment techniques, and collaborate cross-functionally to set priorities, ensure the measurable achievement of goals, and drive continuous improvement.
- Create instructional design standards resulting in highly engaging learning solutions that leverage the latest technology, learning science, and strategies.
- Lead, coach, and inspire teams of instructional designers and technical experts to optimal performance.

2007 *San Diego State University, Department of Educational Technology*  
**Instructor, Educational Technology 544 / Instructional Design**

- Taught a graduate-level course covering the systematic design of products for education and training, including front-end analysis, design, development, and evaluation.

2003 - 2008 *BinaryLabs, Inc., San Diego, CA*  
**Director of Design**

- Designed and led the development of pre-K, K-12, and adult educational products in a variety of formats: online, multimedia CD-ROM, interactive DVD, video, simulations, scenario-based, games, print, computerized adaptive testing, and audio.
- Led a cross-functional team of instructional designers, curriculum experts, artists, editors, and programmers to collaboratively produce quality deliverables under tight deadlines.
- Completed curriculum planning, goal analysis, competitor research, evaluation, and high-level concept design efforts for strategic client initiatives.
- Designed the online user experience/interface (UX/UI) for major educational publishers serving students, teachers, parents/guardians, and administrators to offer an improved user experience.
- Built strong client relationships resulting in repeat business through effective communication, the development of mutual respect and trust, and by exceeding expectations.
- Conducted extensive research, focus groups, and pilot testing sessions.

1994 - 2003 *Lightspan, Inc., San Diego, CA*  
**Vice President, Curriculum and Product Design**

- Crafted and implemented the strategic vision for innovative, curriculum-based, pre-K and K-8 educational software and print products using stories, characters, and game-play to emotionally engage and motivate students to learn in school and at home.
- Directed teams responsible for:
  - Project Management
  - Curriculum Development
  - Product Design
  - Writing
  - Editing
  - Print Production
- Led the design and development of Reading/Language Arts Sony PlayStation® titles and print support materials for teachers and parents from initial conceptual design through final quality assurance.
- Spearheaded the user experience (UX), user interface (UI), and content design for three full-featured subscription Web sites. Accountable for continuous improvement and maintenance.
- Produced character designs, authored interactive stories, and wrote scripts for 3D and 2D animation.
- Created the design and development tools used for all interactive product development, significantly reducing costly rework.

- Developed and implemented comprehensive editorial and design standards used to create consistent and intuitive products.
- Successfully led a team of professionals to superior performance recognized throughout the organization. Effectively provided professional development opportunities, mentoring, and team-building activities.
- Delivered dynamic presentations and product demonstrations to prospective business partners, customers, and investors.
- Established and maintained budget standards to enhance the corporate bottom line.
- Partnered with the Marketing Department in developing product collateral.
- Recognized for expertise and performance excellence with four promotions up to executive-level management.

1989 – 1994 *Andersen Consulting, San Diego, CA*

**Senior Instructional Designer**

1987 – 1989 *San Dieguito Boys and Girls Club, Solana Beach, CA*

**Education Director**

1986 – 1987 *Holtville Unified School District, Holtville, CA*

**English Teacher**

**EDUCATION**

**M.A. in Educational Technology**

*San Diego State University, San Diego, CA*

**M.A. in Education**

*Stanford University, Stanford, CA*

**B.A. in Literature/Writing**

*University of California, San Diego, CA*

**CERTIFICATIONS**

- ATD Master Performance Consultant
- Consulting Skills Certificate (ATD)
- ATD Certificate in Strategic Leadership
- Designing Virtual Training Certificate (ATD)
- Agile Project Management (The Learning Guild)
- Leveraging Mobile for Training (The Learning Guild)

**PRESENTATIONS**

- **The Learning Guild Learning Solutions Conference** –2017
- **ASTD San Diego Chapter: Let the Games Begin**, Guest Presenter – May 2013
- **Lecturer and Advisory Board Member for the Department of Educational Technology** at San Diego State University
- **NECC Conferences** – 1995, 1997
- **ISPI National Conferences** – 1991, 1994
- **Interactive '94 Conference**

**AWARDS**

- **CEO Award** at CareFusion, San Diego – 2012
- **2006 Parent's Choice Gold Award: Totally Stumped!**
- **iParenting Media Award: Totally Stumped!** – 2006
- **Dr. Toy's 100 Best Children's Products List: Totally Stumped!** –2006
- **Education Software Review (EDDIE): Best Educational Web Site** – 2000, 2001, 2002
- **Technology & Learning Awards of Excellence** – 2001, 2002
- **Axiem Awards** for Education Category: "Riddle of the Ring," Silver – 2001
- **The 22<sup>nd</sup> Annual Telly Awards** for Education Category: "Key to the Carousel," Bronze – 2001
- **Cindy Award** for an Educational Title: "K9.5—Live in Airedale," Silver – 1998
- **IICS Interactive Summit Award** for an Educational Title, Bronze – 1995
- **Partner's Award for Excellence** at Andersen Consulting, San Diego – 1991

**INVENTIONS AND HONORS**

- **"Life Choices Game" for girls (board game), Inventor: US Patent Number 6267375** – 2001
- **Honor Society of Phi Kappa Phi**