



# exp.design

## Company Profile

### About

Exp.Design LLC  
Creative Learning Agency  
2020/2023

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669-223-683

### Social

[Instagram.com/Exp.DesignLLC](https://www.instagram.com/Exp.DesignLLC)  
[Linkedin.com/company/expdesignllc](https://www.linkedin.com/company/expdesignllc)





# We exist because...

## We've all experienced the need for high-quality training.

As an Instructional Designer, I've experienced everything from being the only ID on a team to being on a global team and being the only ID who could develop eLearning.

Over time, while working at various companies, I noticed the same pain points— not enough people or skill set on the team to meet the demand for training, the lack of having UX/Visual Designers as well as diverse creatives on the team, and the need to complete a project with a due date of yesterday.

After consulting at top companies like Google and Facebook, I wanted to create a space that allowed talented, diverse, analytical, global designers and developers to remotely support various learning initiatives from customer education, product adoption and enablement to DE&I support.

By combining the science of learning with user experience design and technology, Exp.Design LLC helps companies provide unique custom learning experiences with exceptional learning outcomes for their employees, partners, and customers. This has allowed us to strive towards our mission to change the way people think about learning.



### Antoinette A. Adefela

Founder/ CEO/ Learning Strategist, Exp.Design LLC  
Forbes Next 1000 honoree  
ATD Young Leaders One-to-Watch



We create **inclusive cultures of learning**  
for companies that are making a  
**positive impact** on the world.

# What makes us different

## Industry expertise

We have a combined 30+ years of experience in the learning and development industry.

## Strategic approach

We value a deep understanding of the organization and the learner. We apply various learning design principles and processes to achieve their goals.

## Complete creative learning team

Our team of Instructional Designers, Copy Editors, UX/ Visual Designers, Animators, Illustrators, Voice-over Narrators, eLearning Developers, and LMS Admins/ Technical Consultants means we have the skills to meet every challenge and adventure.

## Human centered

Our diverse team ensures various learning styles, methodologies, voices, and people are included and represented in the learning experiences which creates a connection resulting in a positive change.



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# Our core team

## Creative Learning Team

We have a combined 30+ years of experience in the learning and development industry as well as the design space. As a fluid team, we are a collective of consultants who are assigned to projects based on skillset and expertise in the project topics.



**Angel Jordan**

Instructional Designer



**Lilian Kimani**

Instructional Designer



**Sarah Gregorio**

Instructional Designer



**Lindsay Garrett**

Copy Editor



**Raulyn Ladera**

UX/ Visual Designer



**Samuel Salas**

Animator/ Video Designer



**Nia Watenza**

Voice-over Narrator



**Oleksii Latyshev**

eLearning Developer



**Adekunle Adefela**

LMS Admin/ Technical Consultant



**Jasmin Crentsil**

Researcher



# Our core team

## Trusted Partners

To support specific needs of our clients, we have a trusted network of partners that we work with to achieve the organization’s goals.



Animation  
studio



Diversity, equity and  
inclusion experts



Commercial-off-the-  
shelf software



Evaluation  
Platform

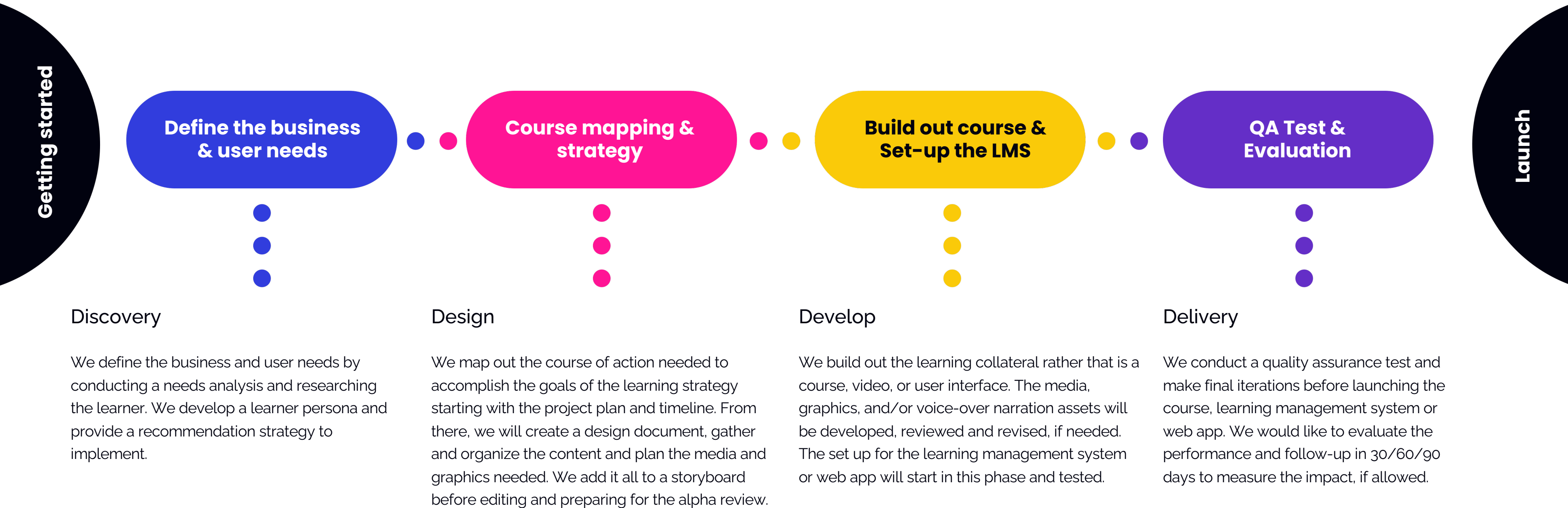


In-studio video  
production and editing

# How we work

## Our design process


We apply a collaborative and iterative process and can move throughout our different phases and make changes, when needed. We also use a project management/ communication tool to stay connected and be transparent about our status and timeline throughout the process.







# How we work

## Tools we use

  
asana

 Notion



Project Management



 Adobe Captivate

 iSpring









Learning authoring tools/ Learning management system

 Figma

 inVISION

 Ps

 Ai

 Xd

 Ae

 Au

UX/ Visual  
Design/Animation/  
Voice-Over

# Our Services

## 01 Custom learning solutions



We analyze the business and learner needs and design based on action-focused learning objectives and outcomes while incorporating the psychology of user experience design.

Our solutions can be but are not limited to:

- eLearning development
- Virtual instructor-led training & workshops
- Training videos and motion graphics
- Learning web and mobile apps
- Blended learning programs
- Training toolkits and collateral

## 02 Learning design consulting

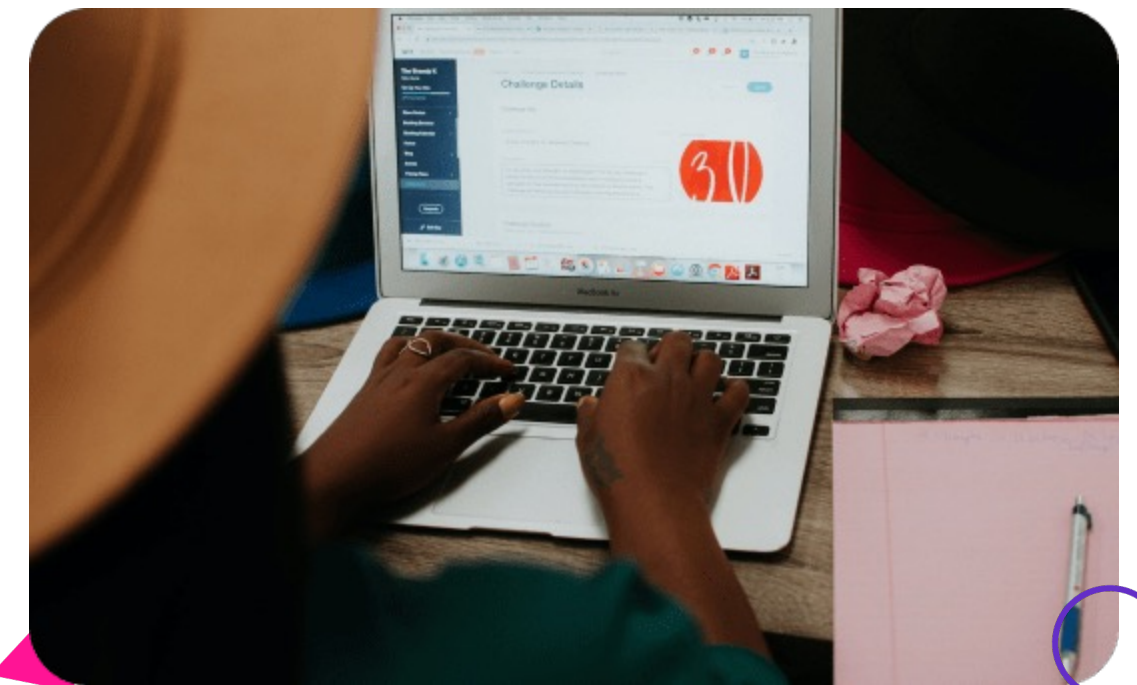


We use our deep expertise in learning models and adult learning theories to implement learning strategies from conception to evaluation. We're able to provide one-on-one support and execute on immediate learning needs.

Our solutions can be:

- Learning analysis and research
- Learning strategy
- Project-based implementation consulting

## 03 Learning platforms and systems support



We provide technical insight and support when implementing learning management systems, managing course catalogs, and deploying learning content online.

Our solutions can be but are not limited to:

- Analysis and research
- LMS and LCMS integration
- UI customization





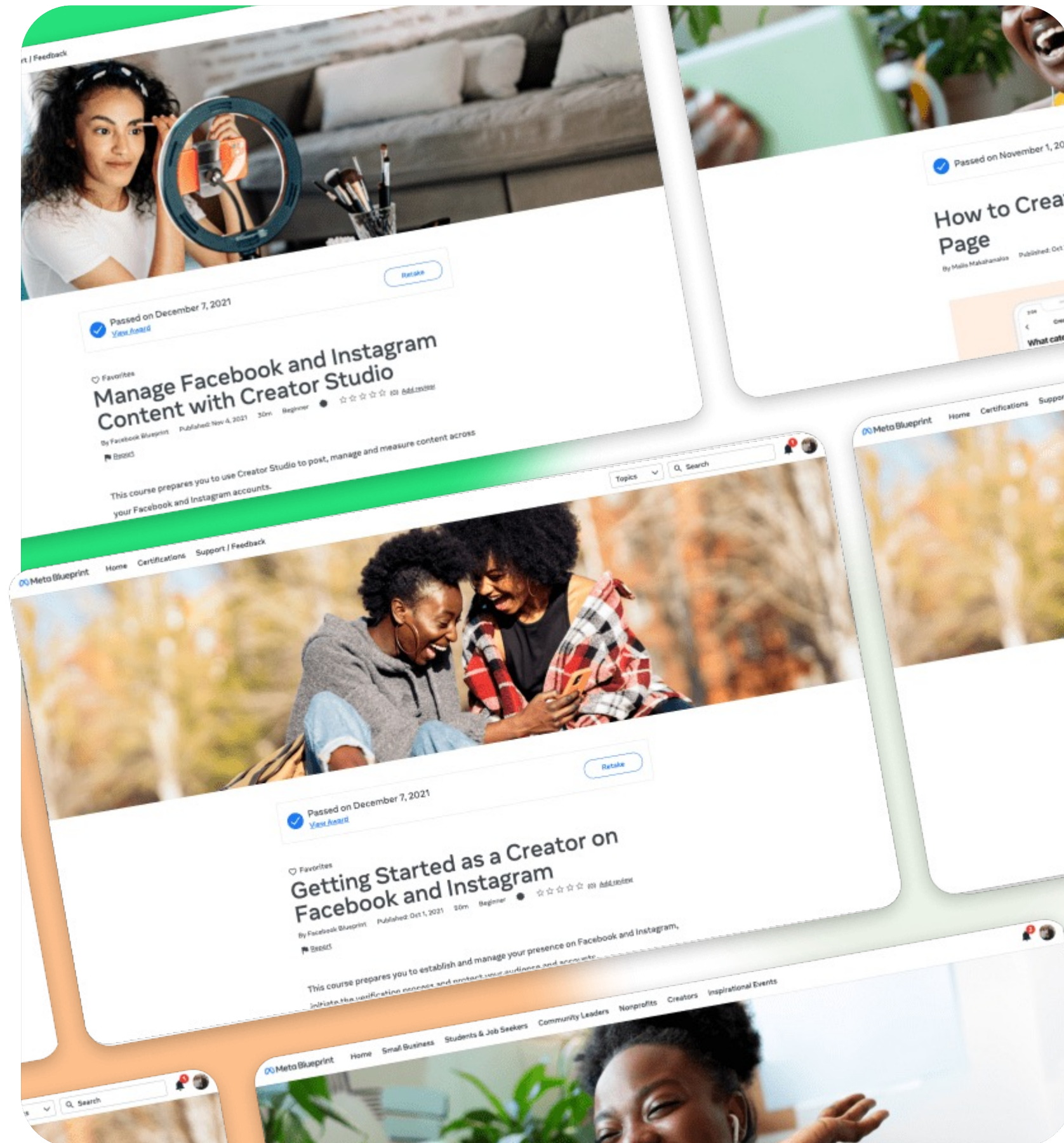
We create learning resources that  
**empower people.**  
And empowered people  
**change the world.**



# eLearning Development

Meta  
Riot Games  
Gannett Co., LOCALiQ  
LeanFeast  
Concept Course: Allbirds  
Concept Course: The Aquarium  
Corporate Template  
Micro-Learning: BLK+GRN





# Meta Elevate

## eLearning Development

### The Challenge

Meta Elevate offers learning opportunities to amplify the voices of Black and Brown content creators, increase their digital marketing skills, and expand their reach online. There was a need to create custom eLearning courses and promotional videos for this audience to ensure they have the skills needed to get started on Facebook and Instagram.

### Our Solution

Learning design consulting & eLearning Development were provided to the Business Education team to customize existing content for Black and Brown creators through a series of eLearning courses and promotional videos.

1. Our consultant worked closely with their Team Lead to map out the course, manage the project, and ensure a timely launch that met the organizational goals.
2. The consultant worked with several product managers and stakeholders to ensure accuracy when describing the features and processes relating to Facebook Page, Instagram Creator Account, and Creator Studio.
3. After reviewing use cases and providing a detailed storyboard, the consultant:
  - a. Worked with their Creative Team to design all of the media assets
  - b. Worked with their Editorial Team to incorporate their brand guidelines
  - c. Developed the courses within their authoring tool
  - d. Prepared the content so their SEO and LMS team could publish the courses and videos in their learning management system.
4. The consultant also worked with their Video Designer and Marketing Team to write the script and provide direction for videos to promote the eLearning courses.

### The Results

With the release of these courses and promotional videos, the Elevate team can provide the basis for how content creators can get started using their products and engage their audiences. Content creators are valuable to the company. By supporting them with free learning resources and ways to grow, the company solidifies its commitment to the users who drive engagement on their platforms.

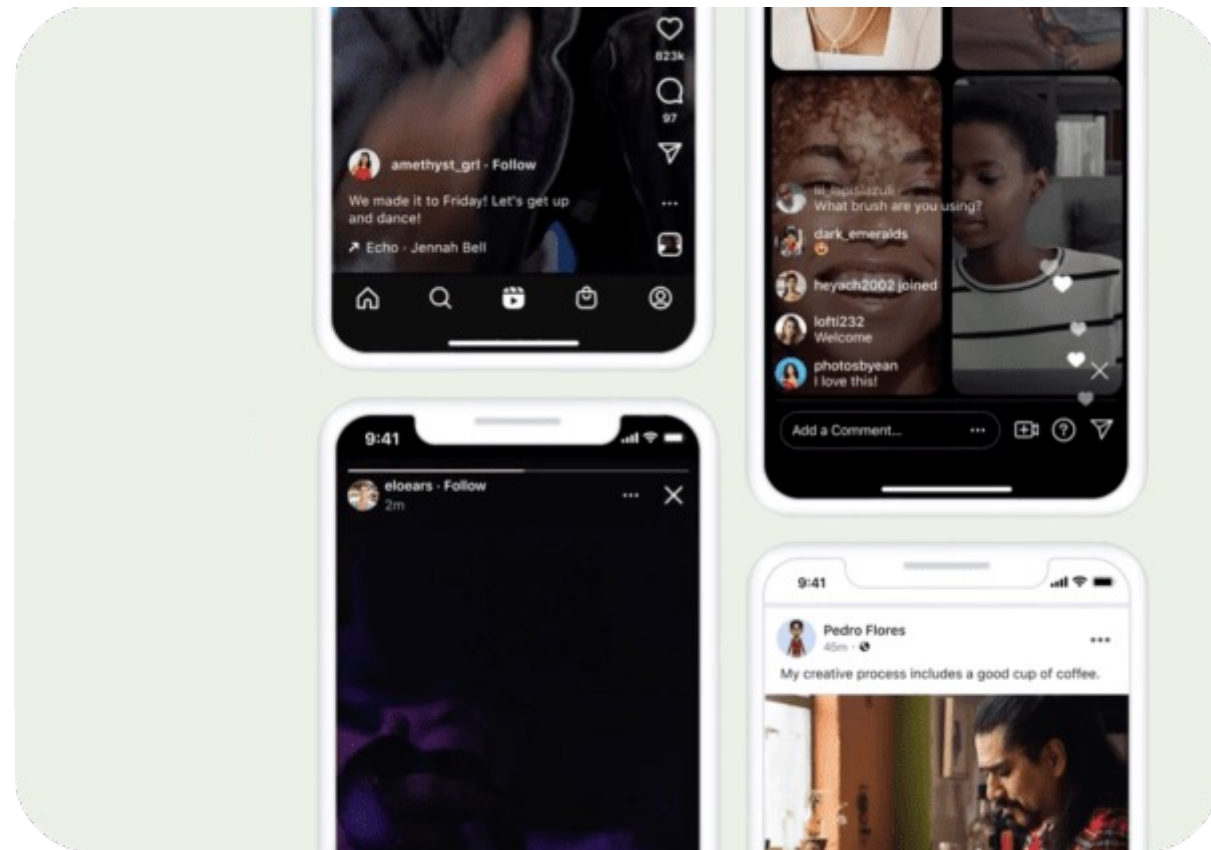
**Target Audience:** Black and Brown content creators

**Type of Learning:** Product adoption and enablement, customer education

**Tools:** Asana, Figma, Evolve, and Intellum

**Project Links:** [Getting Started as a Creator on Facebook and Instagram](#), [How to Engage Your Audience on Facebook and Instagram](#), [Manage Facebook and Instagram Content with Creator Studio](#), [Video: How to Create a Facebook Creator Page](#), and [Video: How to Engage Your Audience and Create a Reel](#)





Here's what you can do across your account. Flip each card to learn more.

- Manage multiple inboxes
- Create and manage ads
- Share posts across platforms
- Track contact information

### Safety standards and guidelines

You always have control over what you post, but you can't always control how people respond. Our tools help protect you from interactions, content or accounts that don't comply with our standards.

#### Facebook Community Standards

The [Facebook Community Standards](#) outline what is and isn't allowed on Facebook. These rules are intended to keep people safe, and they apply to everyone who uses our platforms. When people post content or language that goes against these standards, we can delete their Page or content or disable their account.

These are the 4 principles of Facebook Community Standards:

- + Authenticity
- + Safety
- + Privacy
- + Dignity

### How to Get Verified on Facebook and Instagram

By Facebook Blueprint · Published Oct 1, 2021 · 5m · Beginner · ☆☆☆☆☆ · Report

This lesson prepares you to demonstrate authenticity and understand the verification process on Facebook and Instagram.

### How to get started on Facebook

People around the world use Facebook to connect with their community, discover new interests and read about issues that they care about.

Whether you're a fitness instructor providing workout sessions on social media or a travel video blogger who wants to show your audience the world through your lens, Facebook offers tools to turn your passion into reality. You can establish an engaging presence, gain more followers and monetize your content.

### Connect your Facebook Page and Instagram creator account

When you connect your Facebook Page and Instagram creator account, you can better manage your content across both platforms.

Type of video	Video length	What to post
Feed video	Up to one minute	Your Story Highlights
Stories	Up to 15 seconds	Scenes of your daily life or real-time updates

### Feed

Highlights

### Stories

Behind the scenes

### Live

Real-time connection

### Videos on Instagram

Storytelling

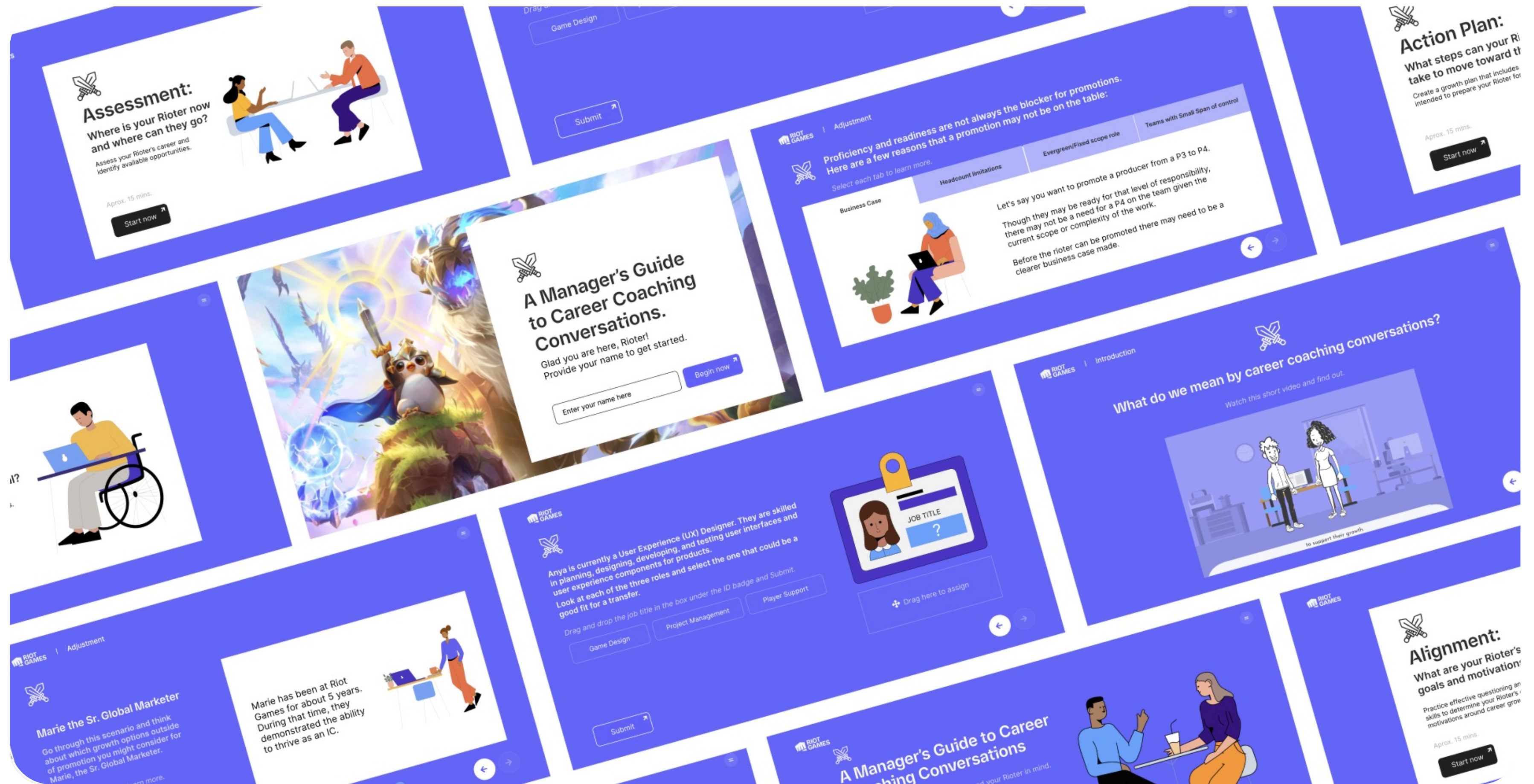
### Reels

Entertaining

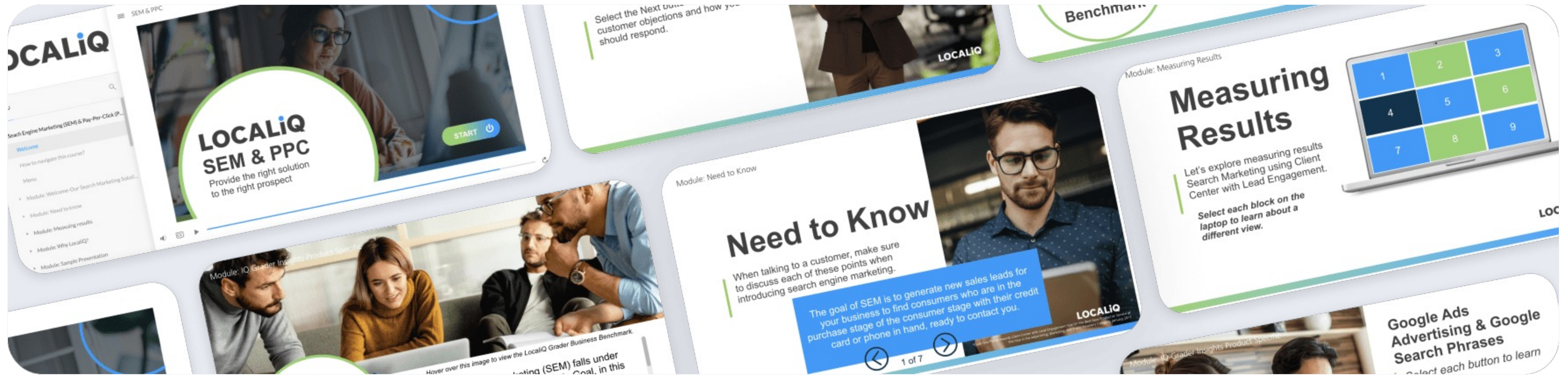












# Gannett Co., LOCALiQ

## eLearning Development

### The Challenge

Gannett launched LOCALiQ, a one-stop digital marketing and advertising shop for their customers. Their Sales Training Team identified the need to transition from instructor-led training (conducted via webinar during COVID-19) to online learning experiences to scale, free up their expert.

### Our Solution

Through a rapid development process, we provided learning design consulting & eLearning development support to their team.

1. We worked with their Subject Matter Experts to refine their content and structured the course strategy.
2. We designed and built an eLearning program with approximately 30 modules.

Their new hires and seasoned Sales Associates now have an online learning experience that helps them to conduct sales calls and apply the fundamentals of digital marketing.

### The Results

By creating an online course, LOCALiQ Sales Team can access resources and all the essential information they need to successfully talk about their products to their potential clients whenever and wherever they need to. By providing learning on-demand, the team's productivity should increase, and the need for on-site instructors or trainers via webinars would not be required.

**Target Audience:** Sale Associates

**Type of Learning:** Sales, digital marketing, product enablement

**Tools:** Articulate 360, Adobe Photoshop, Google Suite



# LeanFeast

## eLearning Development

### The Challenge

A growing meal prep franchise wanted to create an onboarding process that is scalable, virtual, and customized for their Team Associates and Supervisors. Most of their Associates are in school and are between 18-34 years old. The owners of this franchise location wanted to ensure the training taught their employees how to do their jobs properly while motivating them to seize the opportunity and visualize a future with them owning their own business, if they wanted.

### Our Solution

We provided Learning Design Consulting through a rapid development process. We worked with their Subject Matter Experts, which were the owners, to structure the content they wanted to provide to their employees and created a custom strategy for their specific audience. We also designed and developed micro-learning through a series of short animated videos and discussion forums and established a learning management system.

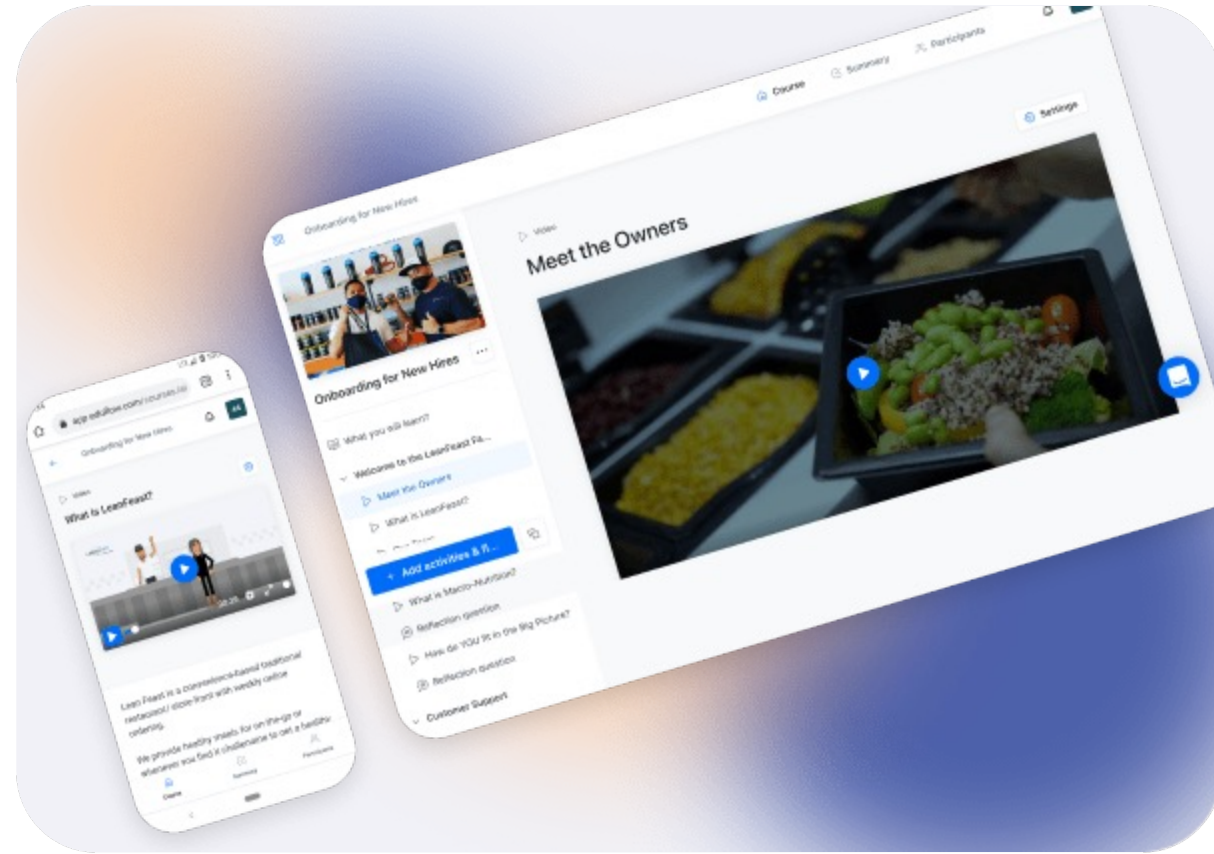
### The Results

From providing a personal touch with a video from the owners to explaining how the new hire fits in the big picture, explaining the expectations of customer service, and how to prepare food properly, the new Team Associates and Supervisors would learn everything they need to get started in their role virtually on their phone or on an iPad at the restaurant.

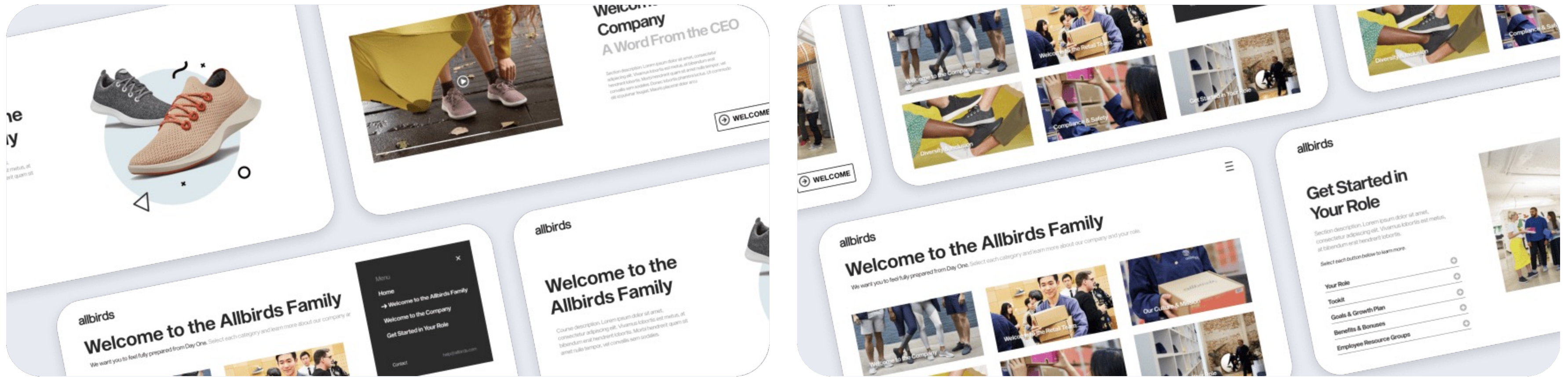
**Target Audience:** Team Associates and Supervisors

**Type of Learning:** New hire training

**Tools:** Google Suite, Adobe Audition, Vyond, Eduflow







# Concept Course: Allbirds

## eLearning Development

### The Challenge

Companies need to onboard their new employees and want a creative way to provide an online experience. Most of the struggle has been how to structure the learning in a motivating, inspiring, and informative way.

### Our Solution

This concept course explores how a company could provide a customized onboarding eLearning course for their employees.

1.First, the brand is prevalent throughout the course and is clean and modern, with the images of the product, employees, and offices shown along with the natural ground texture you would see in their marketing. Aligning with the brand shows how important it is to the company and how vital it is to their work.

2.Next, the learning structure follows the need to:

- Make the new hire feels welcome to the company by the executive leaders.
- Welcome them to the team they will work on and hear from the department leaders

and go through the day in the life in this role.

- Introduce the culture and mission of the company.
- Instill the company's value of diversity and inclusion.
- Ensure an understanding of the compliance and safety procedures.
- Provide the tools they need to start doing their job and reach their career goals.

This course was designed to be customized based on the employee profile within the organization. Most importantly, the goals and growth plan allows the new hire to reflect on the company goals, departmental goals, and their own goals and create a plan to accomplish them.

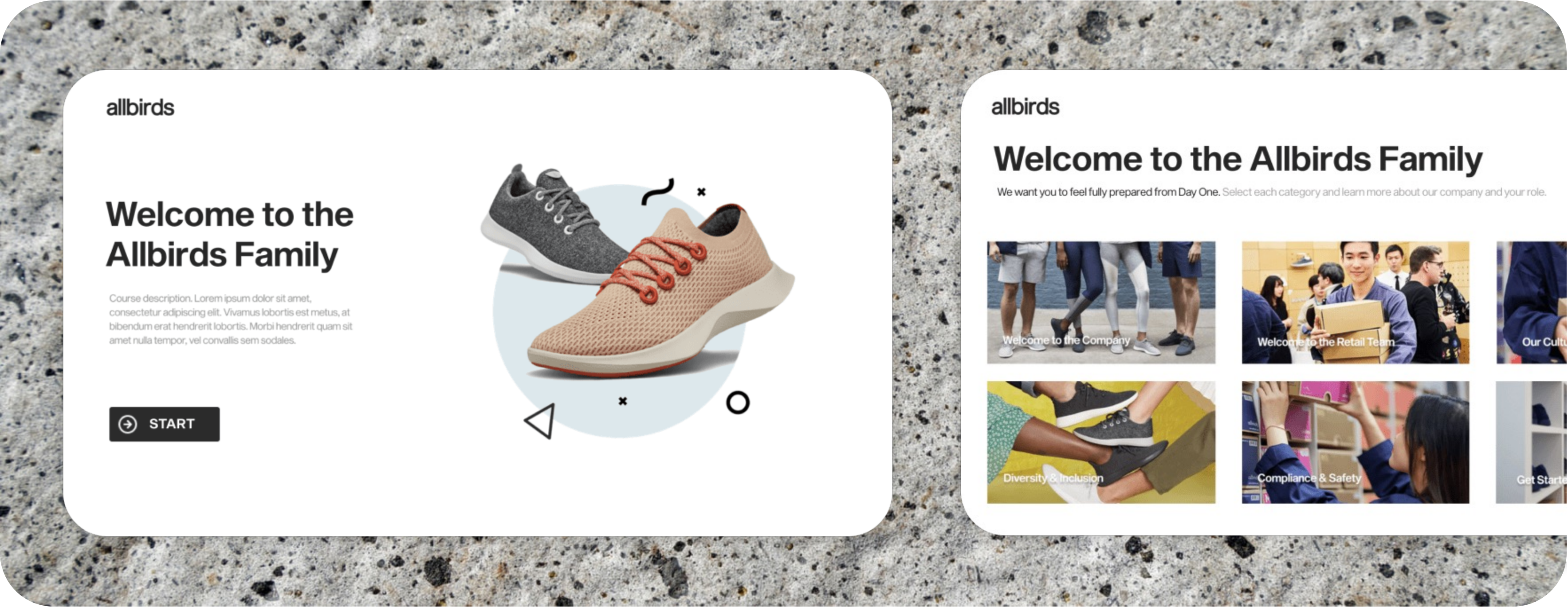
After working hard on their goals, the new employee will be motivated to know their hard work will be recognized and rewarded. The benefits and bonuses page will allow them to explore the many benefits, discounts, and bonus structures they could take advantage of at the company. Lastly, they will have access to the employee resource groups to connect with other people within the organization or interest groups and quickly build a community of support.



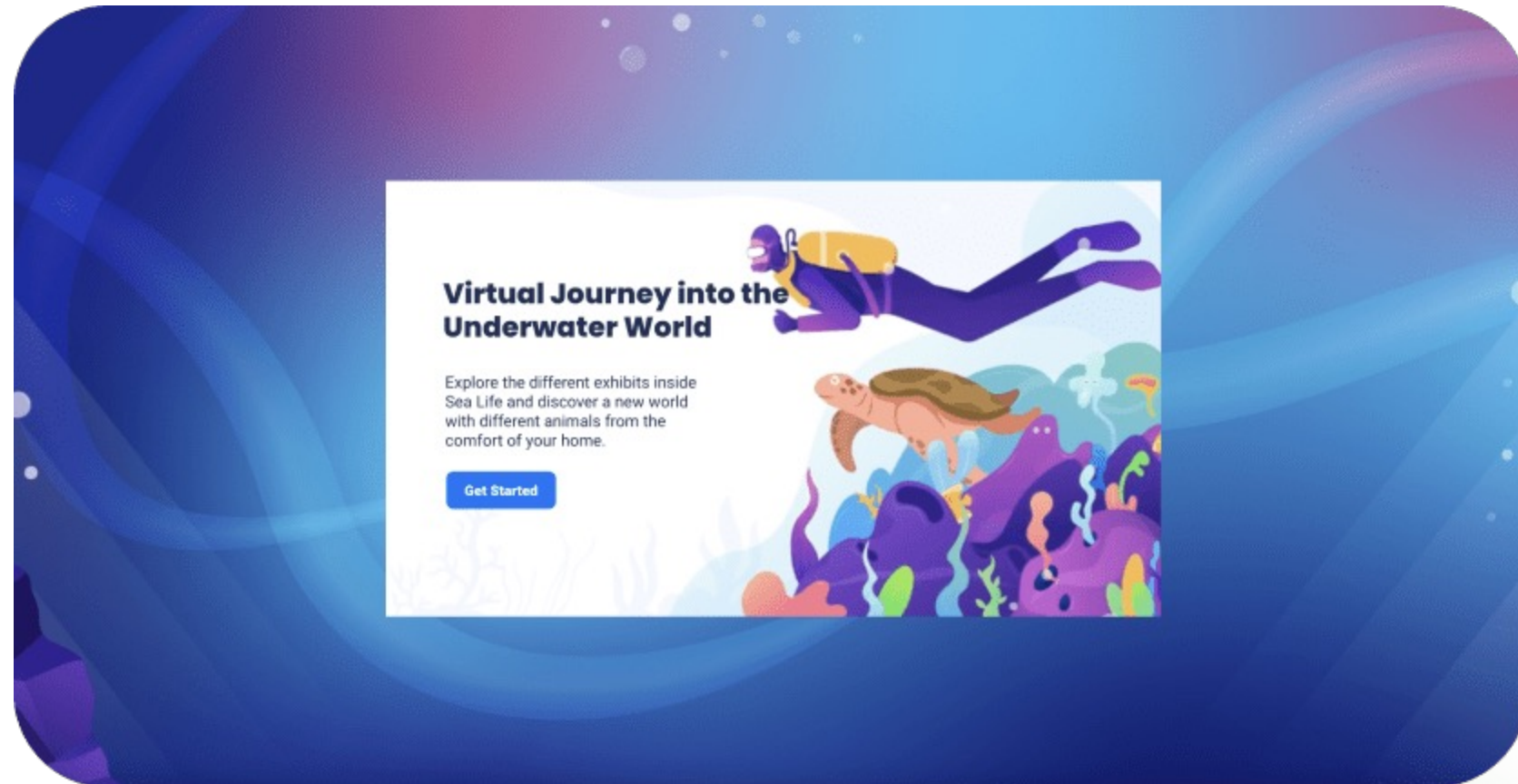
**The Results**

This concept course only highlights how an employee onboarding course could look. With the partnership of a Learning Design Consultant, UX/ Visual Designer, and eLearning Developer, any organization like Allbirds could have a customized online learning experience for their new employees that would propel their career from day one.

**Target Audience:** Employees  
**Type of Learning:** Employee onboarding, workforce development  
**Tools:** Notion, Figma, Adobe Photoshop, Articulate Storyline 360  
**Project Link:** [Allbirds Course Preview](#)







# Concept Course: The Aquarium

## eLearning Development

### The Challenge

Inspired by the Sea Life Aquarium and our love of aquariums, we created an interactive micro-learning with the content from their website to show how they could make their content interactive for a learning experience at home.

### Our Solution

We utilized the content from the Sea Life at the Mall of America website to create a short micro-learning interaction that showcased another way to present their information to their audience.

- 1.The Learning Designer created the structure for this interaction.
2. Our UX/ Visual Designer created the designs for each scene.
- 3.The eLearning Developer built the course in Articulate Storyline 360.

### The Results

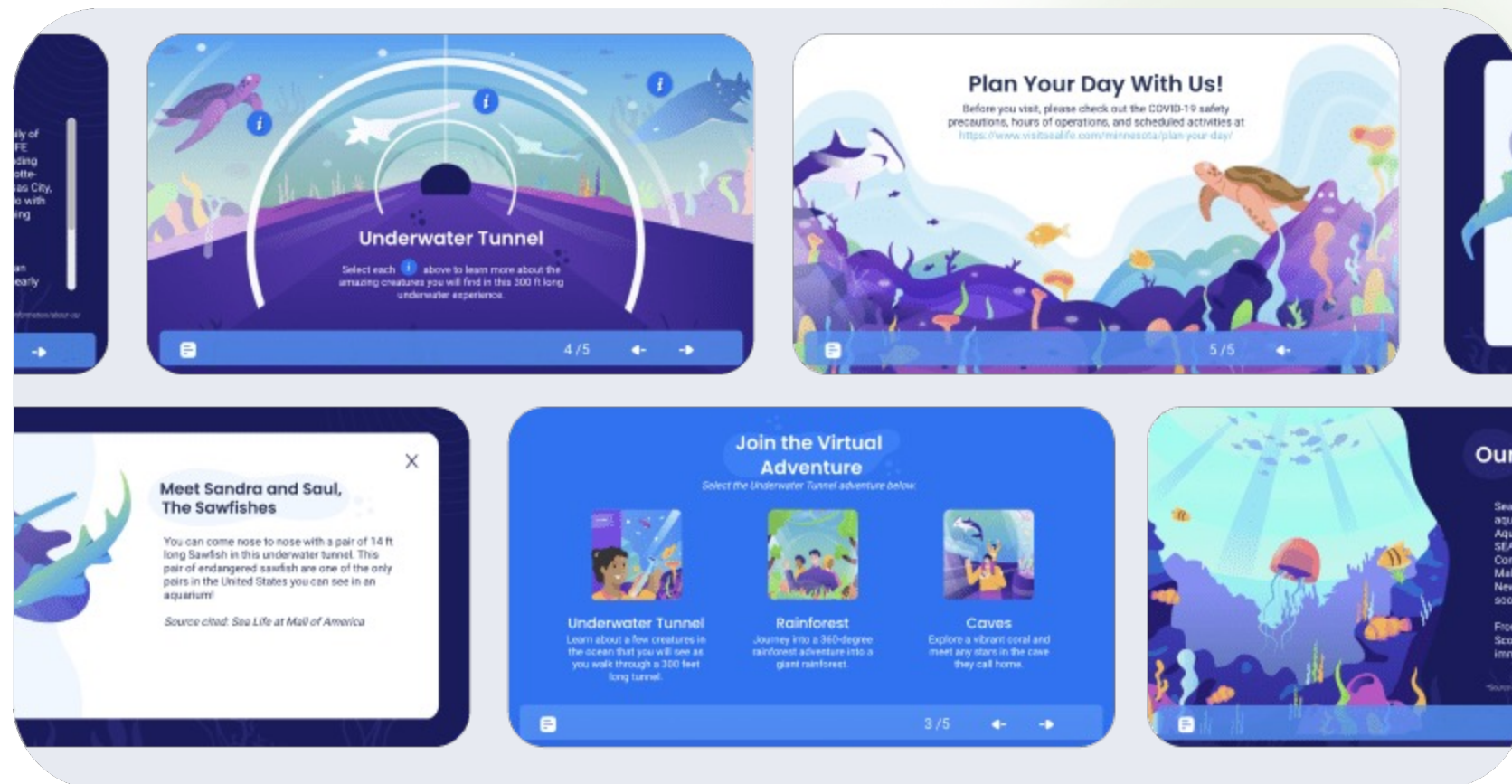
With this micro-learning interaction, people can learn about the exhibits and animals at Sea Life Aquarium and be inspired to plan their visit one day. This concept also shows how content can be converted into an interactive learning experience.

**Target Audience:** Kids, parents and aquarium attendees

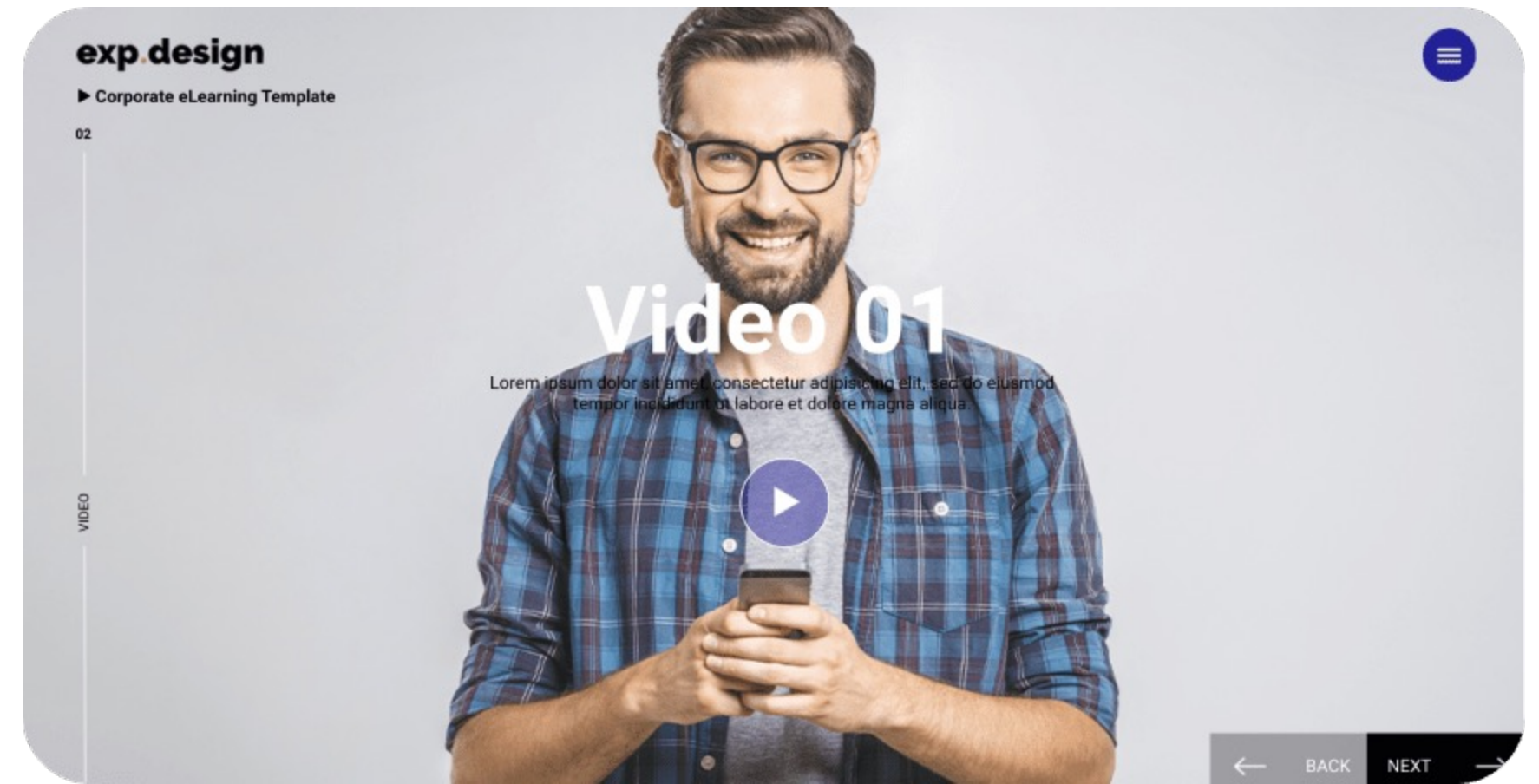
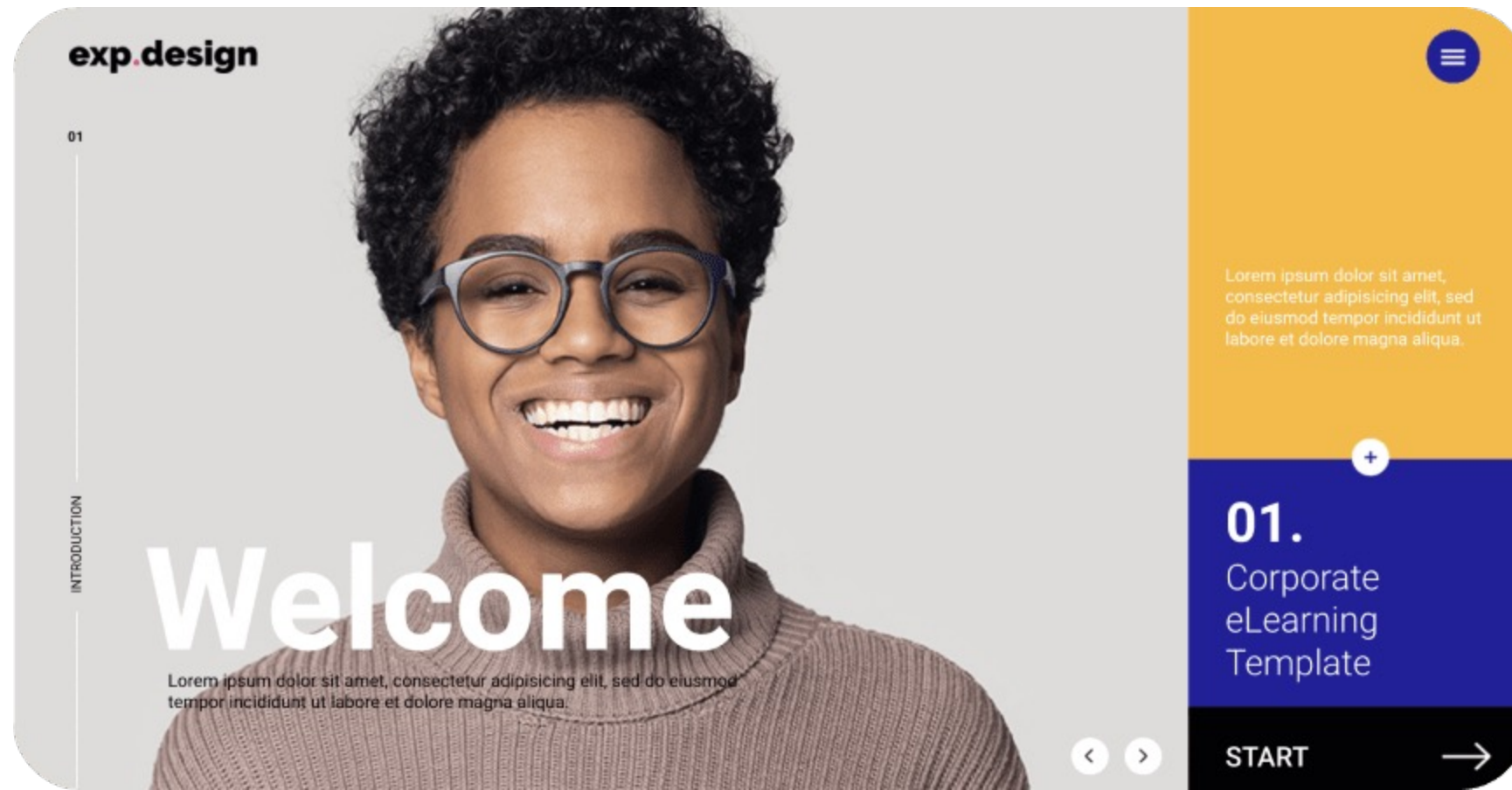
**Type of Learning:** Customer education

**Tools:** Notion, Figma, Adobe Photoshop, Articulate Storyline 360

**Project Link:** [The Aquarium Course Preview](#)







# Corporate Template

## eLearning Development

### The Challenge

Even though eLearning has been around for years, some companies still do not offer that format of learning to their employees or customers. To address a question from a client that didn't know what an eLearning course was, we decided to create a short eLearning corporate template that show cases possible learning engagement components and interactions.

### Our Solution

This eLearning template was created with an onboarding course in mind. It starts with the option to see two learning paths that can be used for two different roles, topics, or levels. Then, it provides several interactive components ending with an assessment to show case a template for a micro-learning experience. Getting inspiration from a modern website design, this idea was structured into a short outline that our UX Designer brought to life and was further developed by our eLearningDeveloper.

### The Results

We were able to showcase what a possible eLearning course could look like and help other Instructional Designers and L&D professionals by providing the files for free. If you are interested in downloading the Articulate Storyline and Figma files for this project, you can go to our [product page](#) and download both files.

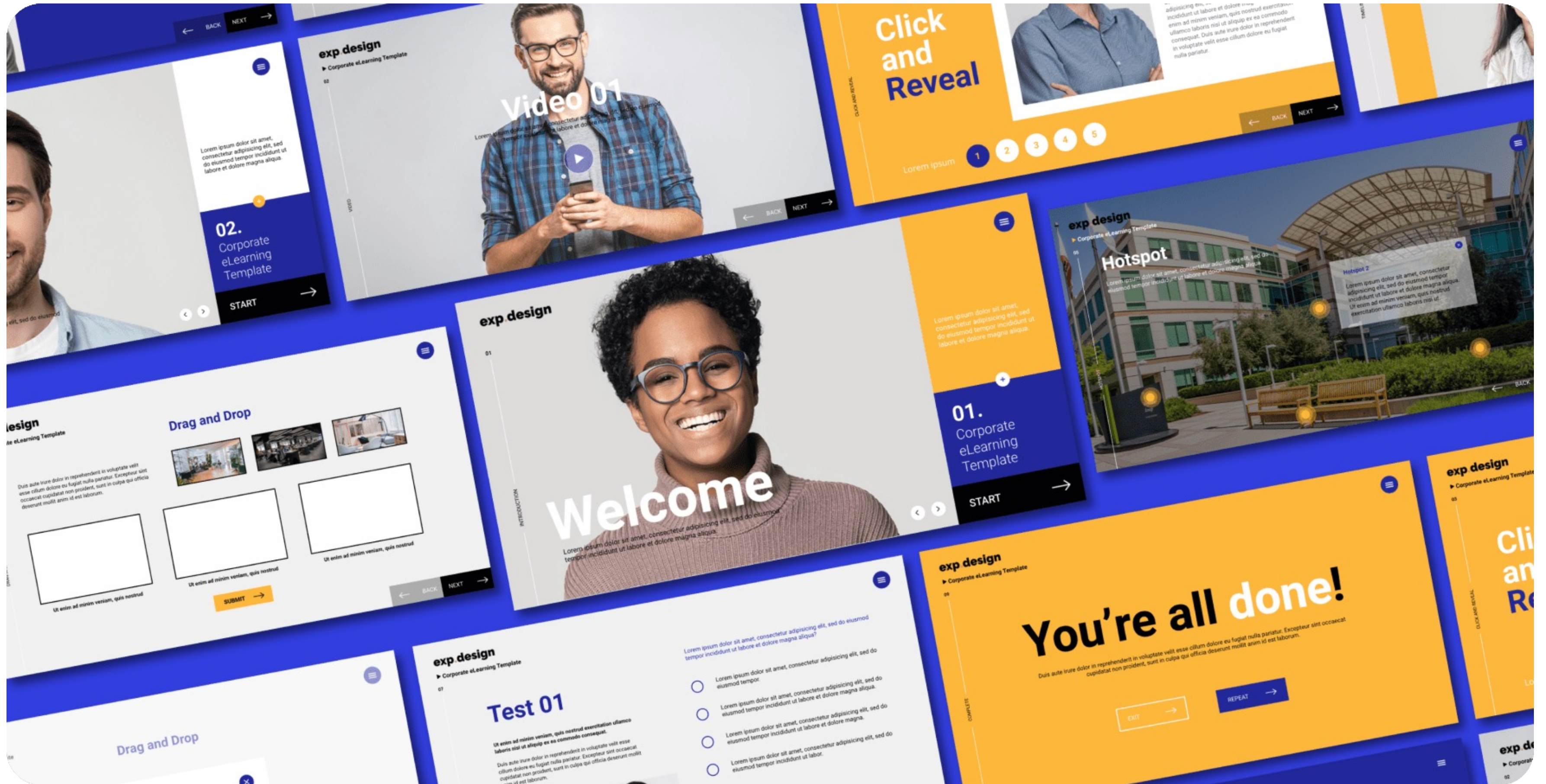
**Target Audience:** Training Teams

**Type of Learning:** New hire, onboarding training

**Tools:** Figma, Adobe Photoshop, Articulate Storyline 360

**Project Link:** [eLearning Course Template](#)







## KNOW THE ARTISAN BEHIND THE BRAND

BLK + GRN is an all-natural marketplace by Black artisans providing non-toxic, curated, and quality-tested products.

Select each circle on these products to learn about who created them and why.



### KNOW THE ARTISAN BEHIND THE BRAND

BLK + GRN is an all-natural marketplace by Black artisans providing non-toxic, curated, and quality-tested products.

Select each circle on these products to learn about who created them and why.

#### Golde Clean Greens Face Mask



Trinity Mouzon

Golde was founded by Trinity Mouzon in 2016 with the vision of making self-care more inclusive, engaging, and fun. Her main ingredient is single-origin turmeric, a potent super-herb recognized for its beautifying, healing, and mood-boosting properties.



Source: blkgrn.com

### KNOW THE ARTISAN BEHIND THE BRAND

BLK + GRN is an all-natural marketplace by Black artisans providing non-toxic, curated, and quality-tested products.

Select each circle on these products to learn about who created them and why.

#### NaturalAnnie Essentials Scented Soy Candle



Annaya White-Brown

Annaya is a certified Aromatherapist who has a passion for taking nature's most scrumptious ingredients and turning them into divine beauty products you just can't live without. Inspired by her family, when her first daughter was born with



Source: blkgrn.com

# Micro-Learning: BLK+GRN

## eLearning Development

### The Challenge

Inspired by Black History Month, we wanted to explore a design-driven, magazine-inspired approach to learning about artisans and the products they create.

### Our Solution

BLK+ GRN is an all-natural marketplace with black artisans and their product offering list is extensive. We created a short learning interaction to highlight a few artisans and products using the same tools we would when designing and creating an eLearning course. We gathered the content mainly from the BLK+ GRN website, developed a strategy for this interaction, worked with our UX/Visual Designer to plan and design the user interface and developed this concept interaction in an authoring tool. This interaction could be used as a stand-alone learning solution and placed on their website or within a course.

### The Results

With a microlearning interaction, people can learn about black artisans and their products, and BLK+GRN could be highlighted and celebrated for their contribution to the Black community and society as a whole.

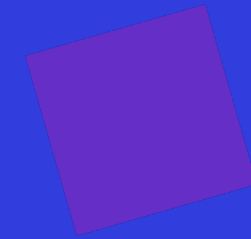
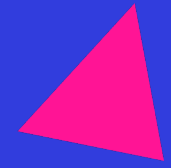
**Target Audience:** Website visitors, potential customers

**Type of Learning:** Product enablement, customer education

**Tools:** Figma, Adobe Photoshop, Articulate Storyline 360

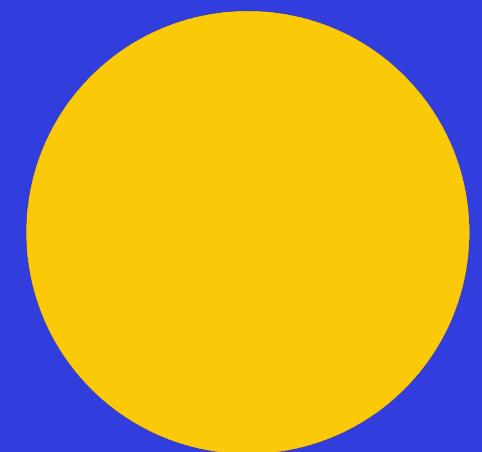
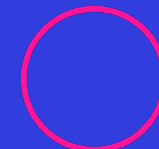
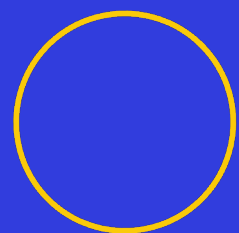
**Project Link:** [Concept Micro-Learning Interaction](#)

*Note: This is not a client project.*



# Virtual instructor-led training

Breast Cancer Resource Center







# Breast Cancer Resource Center

## Virtual instructor-led training

### The Challenge

BCRC's leadership wanted to serve its diverse community in culturally relevant ways and enable their organization, its members, and the people they serve in order to thrive and flourish in an inclusive and equitable environment.

### Our Solution

We partnered with a Diversity, Equity, and Inclusion company to provide learning design consulting and organizational change frameworks to build intercultural competence among the staff through a series of interactive virtual workshops. We allowed their leadership team to assess their organization for its level of intercultural competence and develop standards and expectations of organizational processes and activities so that they are aligned with leading practices. We also took the time to develop a program roadmap and a clear vision along with conducted relationship building activities to reflect on intercultural values.

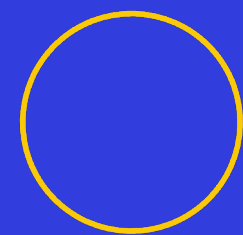
### The Results

By providing time to reflect and discuss cultural differences and areas of improvement, BCRC was able to identify the areas they needed to change and create an actionable plan to implement and present to their board of advisors. Through research, open dialogue, and the application of frameworks, the leadership team was able to understand how to support their diverse clients better and create a sense of connection and belonging among their team.

**Target Audience:** Equity and Inclusion planning team

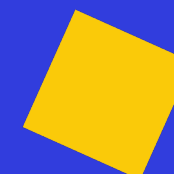
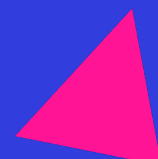
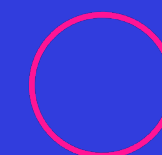
**Type of Learning:** Employee training

**Tools:** Google Suite, Articulate Rise, Jamboard, Mentimeter



# Training videos & motion graphics

City of Austin  
EvalHub







# City of Austin

## Training videos & motion graphics

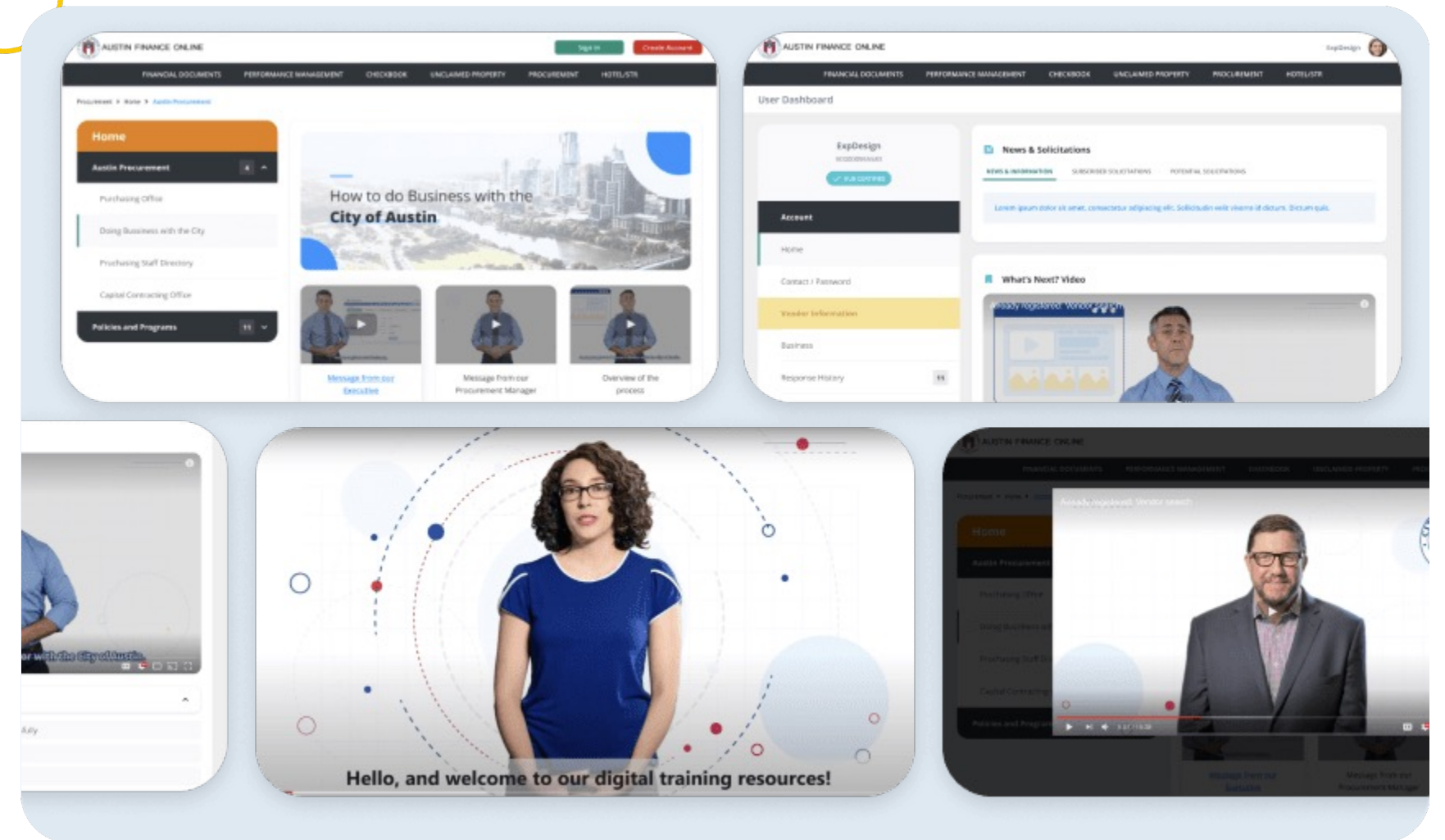
### The Challenge

The Purchasing Department of the City of Austin decided to transition from traditional instructor-led classroom training to provide an online learning experience for their vendors during the pandemic. They also wanted to support more business owners who wanted to go through the process of becoming a vendor on their own without needing to speak directly to a staff member at the City of Austin.

### Our Solution

Through a partnership with Events Unleashed, we provided learning design consulting and transformed their existing content into a series of short self-paced video modules. Vendors can learn while in the flow of the process and apply the information immediately.

1. We went through the Discovery phase with their team to define their purpose and learning strategy.
  - a. Our Learning Designer interviewed a few of their existing vendors to understand their experience better and developed a user persona to define the audience.
  - b. The solution was defined and explained from our research in our recommendation strategy.



2. Our Learning Designer structured the learning objectives and content and worked with the SMEs to determine the content.
3. Our Copy Editor ensured the readability and removed any grammatical errors before the Voice-Over Narrator recorded the audio, and the Video Designer created the animated walk-through videos.
4. We partnered with a local video production company, Kimda, to provide in-studio video recording and editing of the executive talking about the purpose of the support and department leaders explaining what the modules are covering.
5. Along with the modularized learning, we collaborated with their team to update their web page with designs from our UX Designer and recommended an update to their user flow.

### The Results

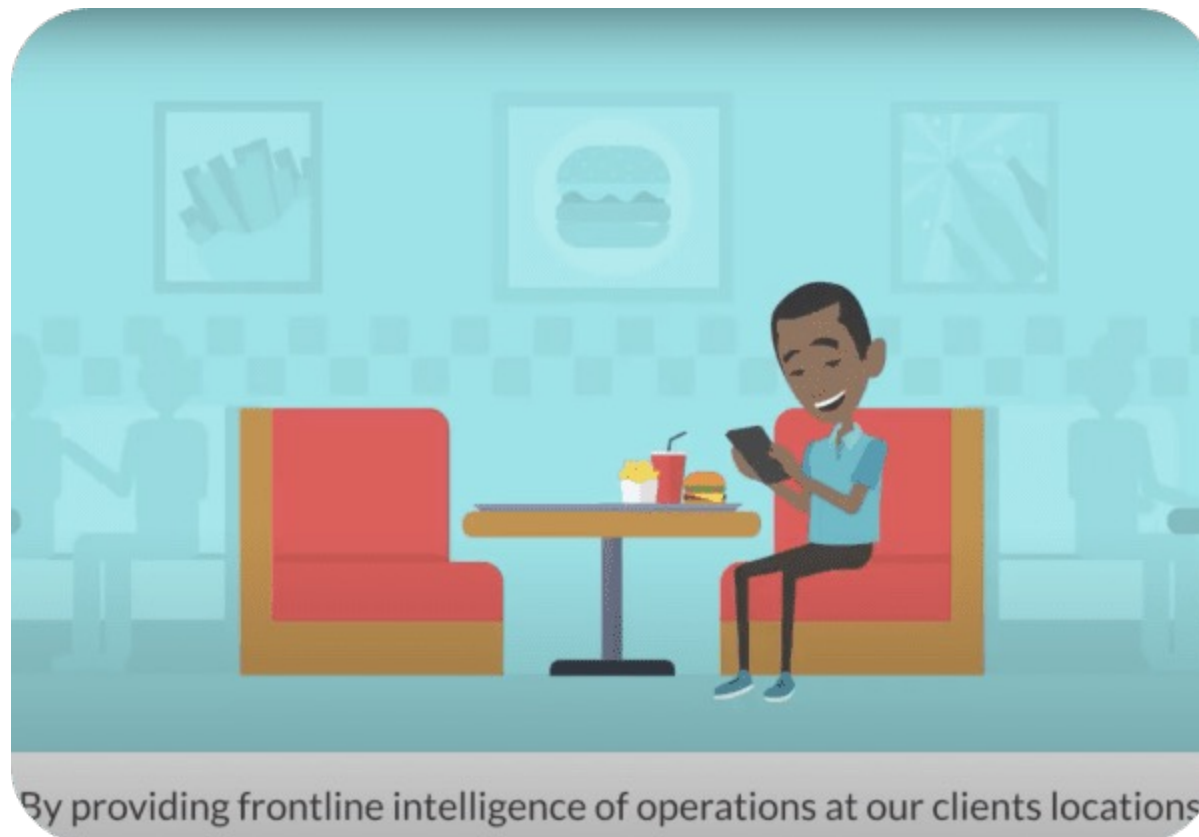
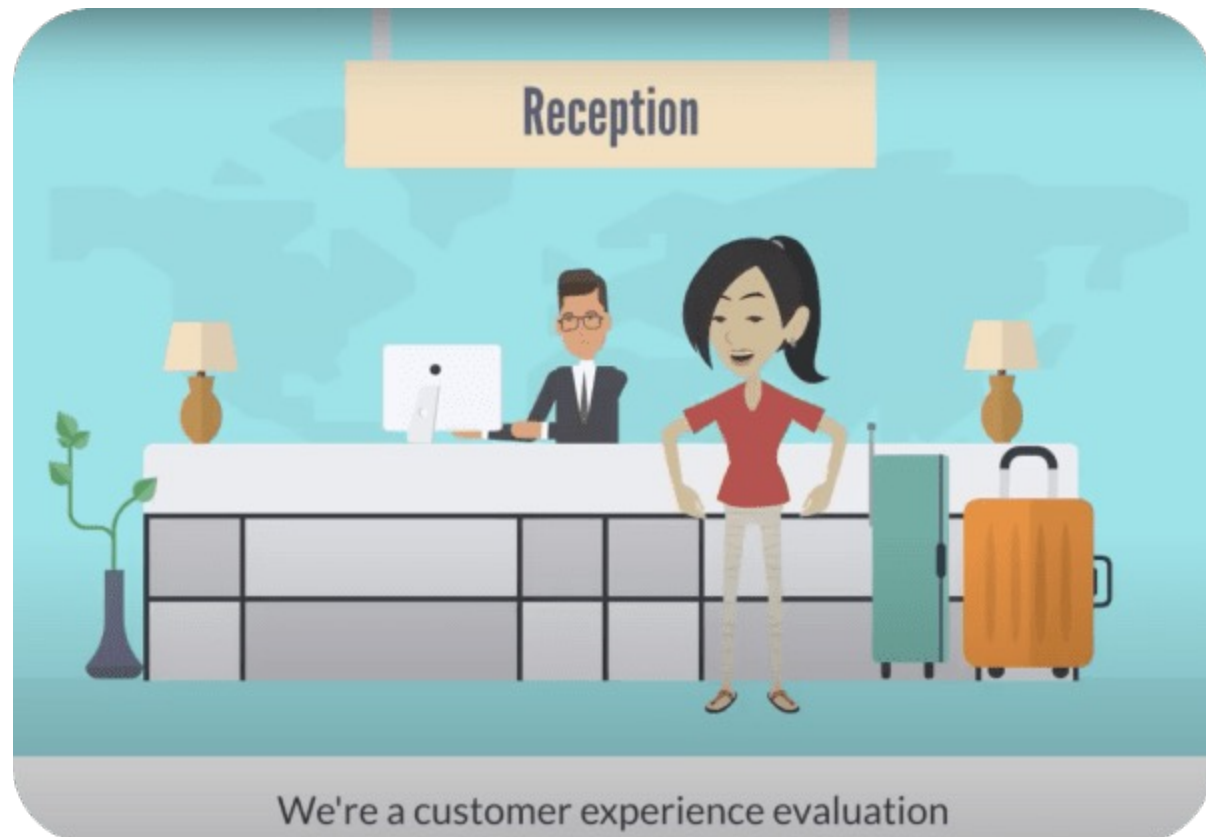
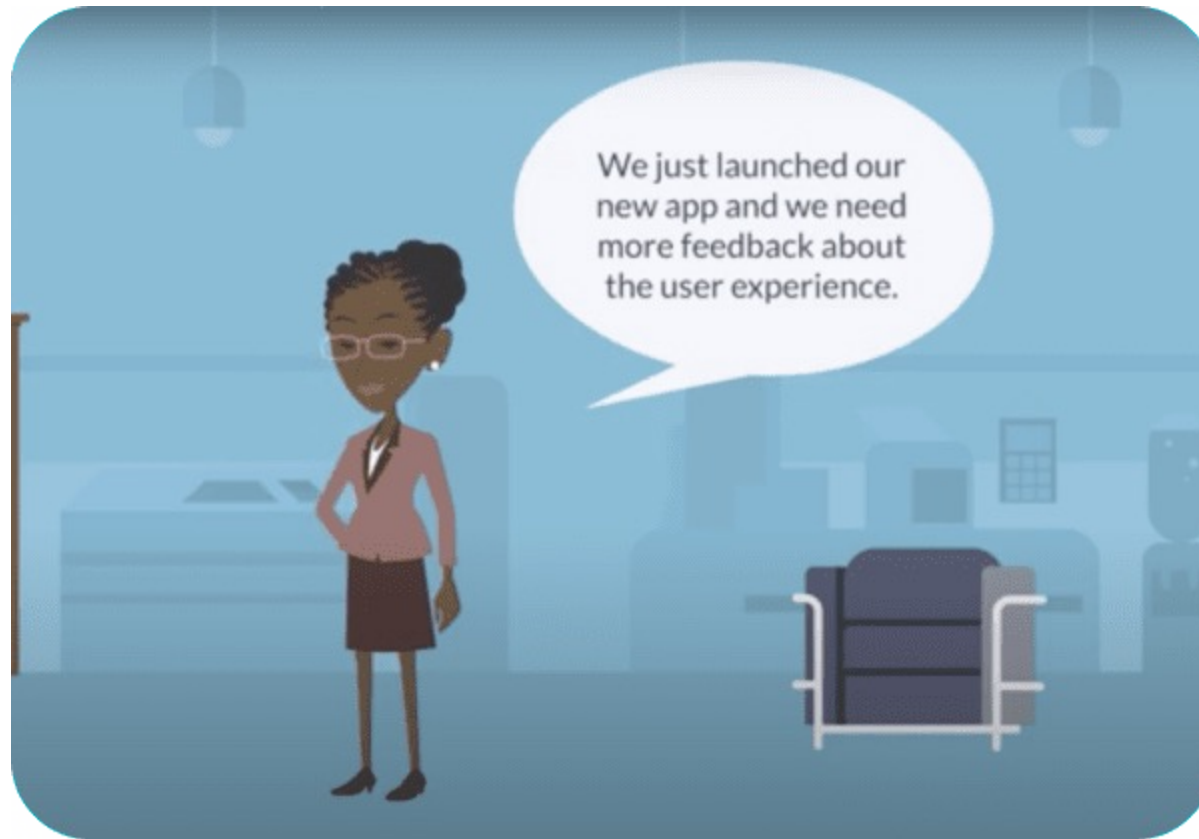
We provided an updated user flow, a website design to include in-studio video from their executive, (2) introductions to their main topics, almost 30 modularized learning videos, and embedded on-demand videos throughout their setup process. This enhancement provides an online learning experience for their small business vendors and increases the number of business owners who become vendors with the City of Austin.

**Target Audience:** Small business owners

**Type of Learning:** Customer education

**Tools:** Google Suite, Figma, Adobe After Effects and Audition, and In-studio recording equipment

**Project Link:** [Message from the Executive Video](#)



# EvalHub

## Training videos & motion graphics

### The Challenge

There was a need to communicate how EvalHub solutions could address the pain points of their customers and identity with their market.

### Our Solution

We created a short-animated video that explored various problems customers face and how EvalHub has a solution for them. Outside of adding our professional voice-over, the owner and his partner narrated some of the characters as well. The company utilize this video on the landing page of their website to educate potential customers.

### The Results

By taking the customer on a journey through different pain points and scenarios, EvalHub was able to connect to their audience and explain how their platform could be the solution to their need. The goal was to increase the knowledge of the potential clients to convert them to engaged users.

**Target Audience:** Business owners and potential clients

**Type of Learning:** Customer education

**Tools:** Adobe Audition, Vyond

**Project Link:** [EvalHub](https://evalhub.com)





# Learning web and mobile apps

Apple  
First-time Manager

# Apple

## Learning web and mobile apps

### The Challenge

After finding success with Inclusion & Diversity workshops, an eLearning course and toolkits, the Inclusion and Diversity team wanted to build off the momentum and create additional support for their engaged employees.

### Our Solution

Learning Design Consulting was provided to a team of Inclusion and Diversity Experts. We established a long-term relationship to research and develop a database of scenarios that take place in the workplace, including micro-aggressions, stereotypes, in-group/out-group bias, and confirmation bias. Extensive scholarly research, conversations with leaders as well as attending employee forums and different employee resource groups events were apart of the discovery process.

The learning experience consisted of thought-provoking scenarios and questions, researched-based explanations on the impact unconscious bias make, and possible action employees can take to address it when it occurs. With the support of their internal development team and an external UX design team, we created an internal web application to provide the scenarios and research seamlessly. This application was created so that employees could facilitate workshops and conversations about bias that impact their business and create a sense of belonging and inclusivity on their teams.

### The Results

Once the development of the application was complete, the team was able to build awareness of unconscious bias by highlighting real life employee scenarios. This tool is meant to help guide them in conversations that will shift their perspective and advocate for inclusiveness and ultimately tackle inclusion and diversity issues with confidence and realistic solutions.

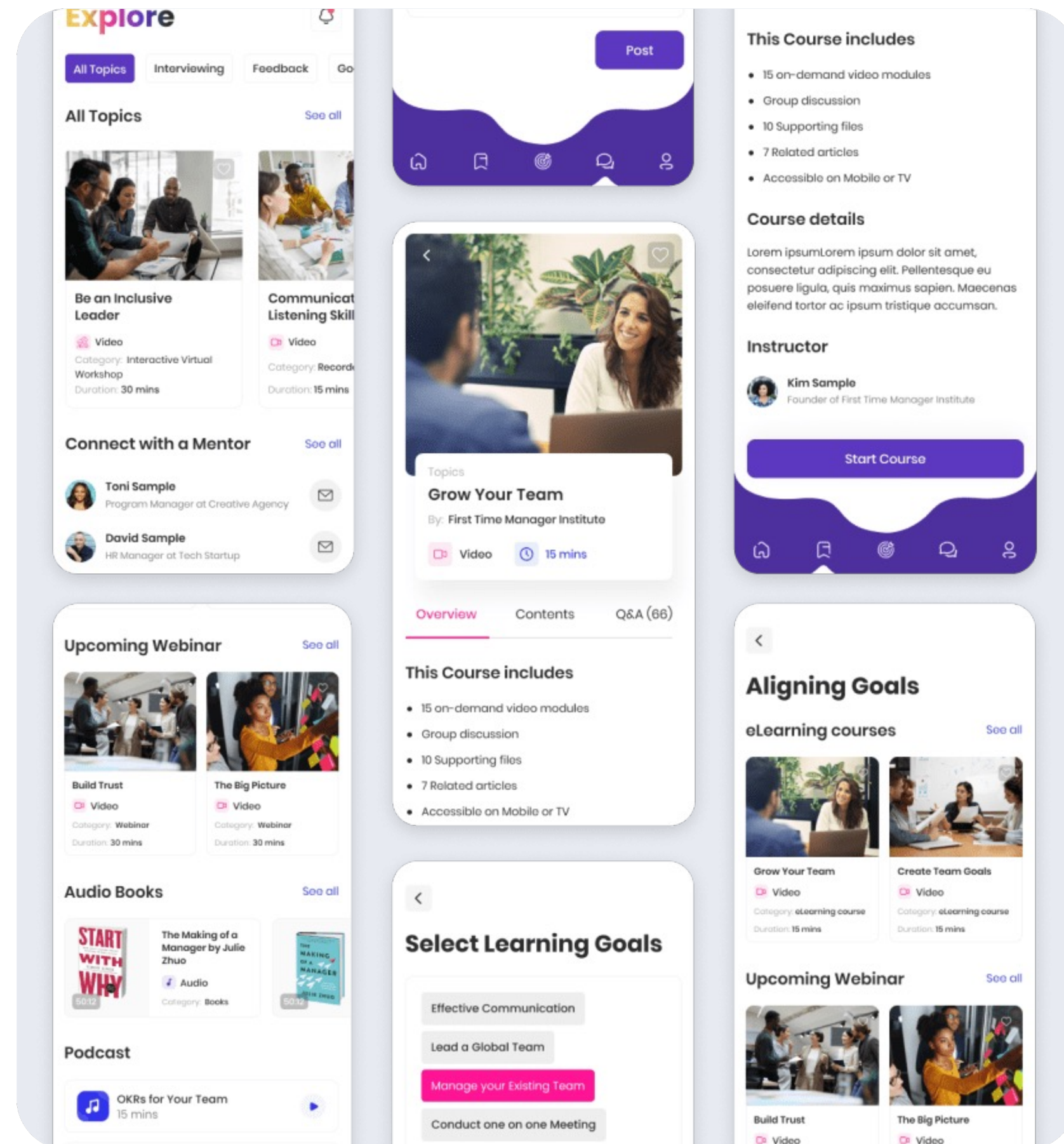
**Target Audience:** Employees

**Type of Learning:** DE&I

**Tools:** Scholar publications, reputable articles, Apple apps







# First-time Manager

## Learning web and mobile apps

### The Challenge

When someone gets promoted or hired as a manager for the first time, they feel a flood of emotions ranging from being nervous to being excited. Most of the time, this person is an expert in their field and has years of experience being a team contributor and what they lack is the experience of being a people manager. They are looking for support internally and externally. The need to equip them for a smooth transition is imperative for their success and the success of the people they will manage.

### Our Solution

We wanted to explore this concept and create the UI of an app specifically for first-time managers.

1. If this was created for a client, we would provide learning design consulting and research the market to explore what resources and apps already exist for this audience.
2. Through team member interviews, we will learn about the experience of a first-time managers and create a learner persona and learning strategy based on the findings.
3. Afterward, we would work with our UX/ Visual Designers to design a mood board, brand guideline, user map, wireframes, and low and high-fidelity designs.

The app was designed for a first-time manager between 25-40 years old who works in a fast-paced environment like the tech industry or a startup. This user persona represents managers who have limited time for training and take advantage of the time commuting to work to learn through audio books and podcasts. We applied a blended learning approach with short interactive virtual workshops, eLearning courses, webinars, audiobooks, and podcasts for this reason. The learner also has the opportunity to connect with a mentor, select their learning goals, create a learning plan, and join communities to share information and learn from their peers.

### The Results

With curated learning content in different modalities at their fingertips, a first-time manager would be confident and knowledgeable in their role. Even though this app isn't in the market, it could be a learning solution companies could implement internally to support their first-time managers.

**Target Audience:** First-time Managers

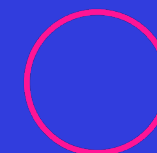
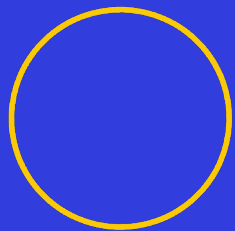
**Type of Learning:** Leadership development

**Tools:** Notion, Figma, Adobe Suite

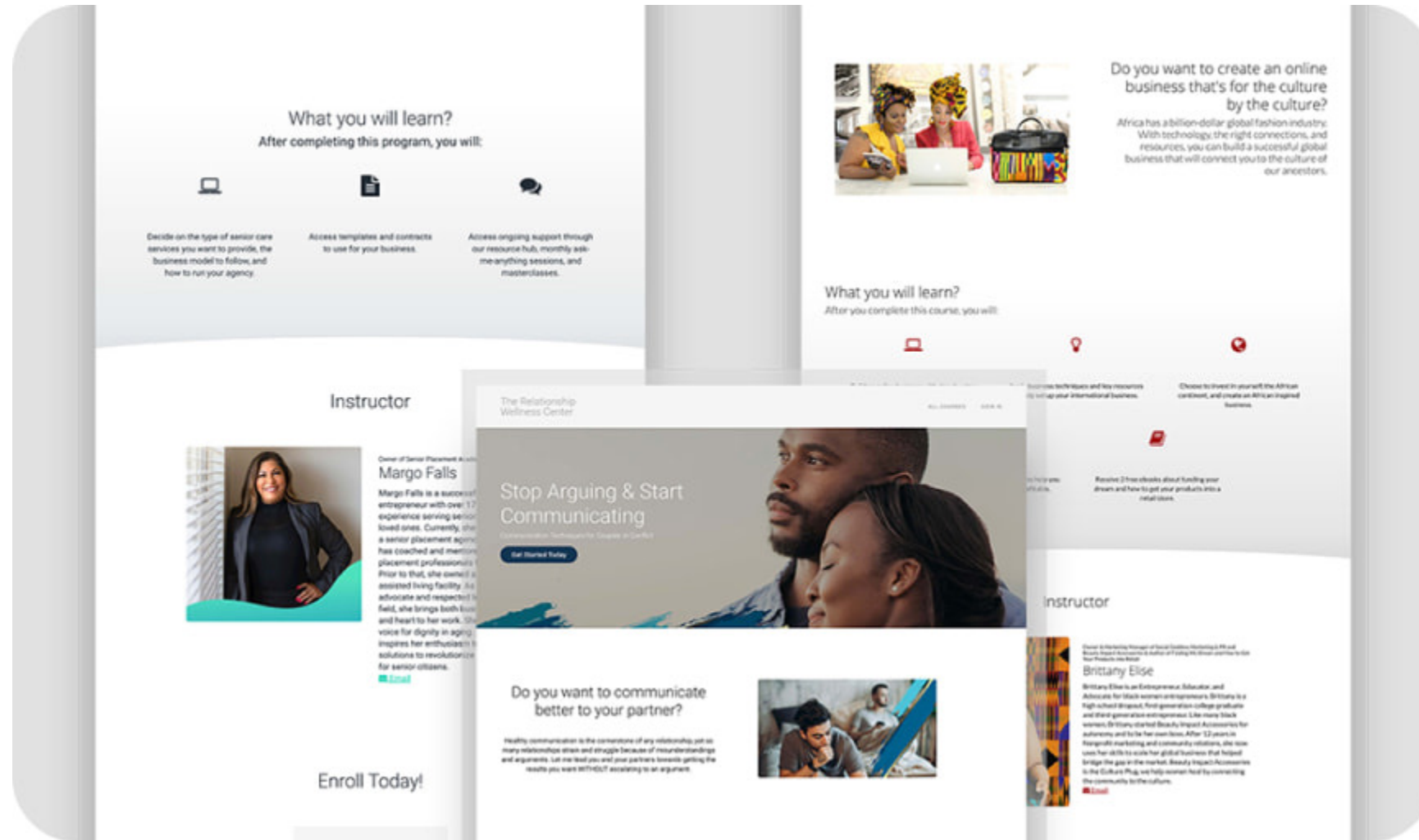


# Blended Learning Programs

Small Businesses







More times than not, that person is not simply angry.

# Small Businesses

## Blended Learning Programs

### The Challenge

Small business owners want to expand their product offerings, focus on coaching, and scale their businesses. The owners want to teach other people how to build a similar business or on a specific topic to brand their expertise and reach a new market but don't know where to start when it relates to building an online course nor do they have the time and capacity to work on every aspect of the process.

### Our Solution

We provided Learning Design Consulting and Learning Systems Support to a few small business owners who wanted to transfer their knowledge into an online learning experience. After conducting research and a competitive and comparative analysis, we worked with the Business Owners to gather content and assets to outline, storyboard, and design their voice-over presentations, animated or in-studio videos, and assessments.

We also designed and built out their Thinkific landing page and course platform that gives their learner an end-to-end experience and provide key metrics they can use to make decisions. We incorporated a blended learning strategy to our projects and included coaching sessions, free supporting documents, and learning collateral.

### The Results

By providing an online course, these small business owners were able to scale their business, obtain another stream of income passively, grow their brands, and help people learn something new in the convenience of their home.

**Target Audience:** The clients of small business owners

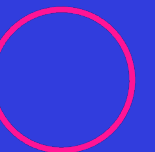
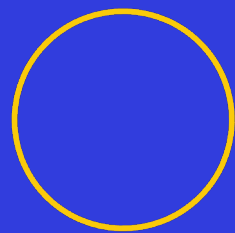
**Type of Learning:** Various- business, mental health, communication

**Tools:** Notion, Adobe Photoshop, After Effects and Audition, Vyond, Thinkific, and in-studio equipment

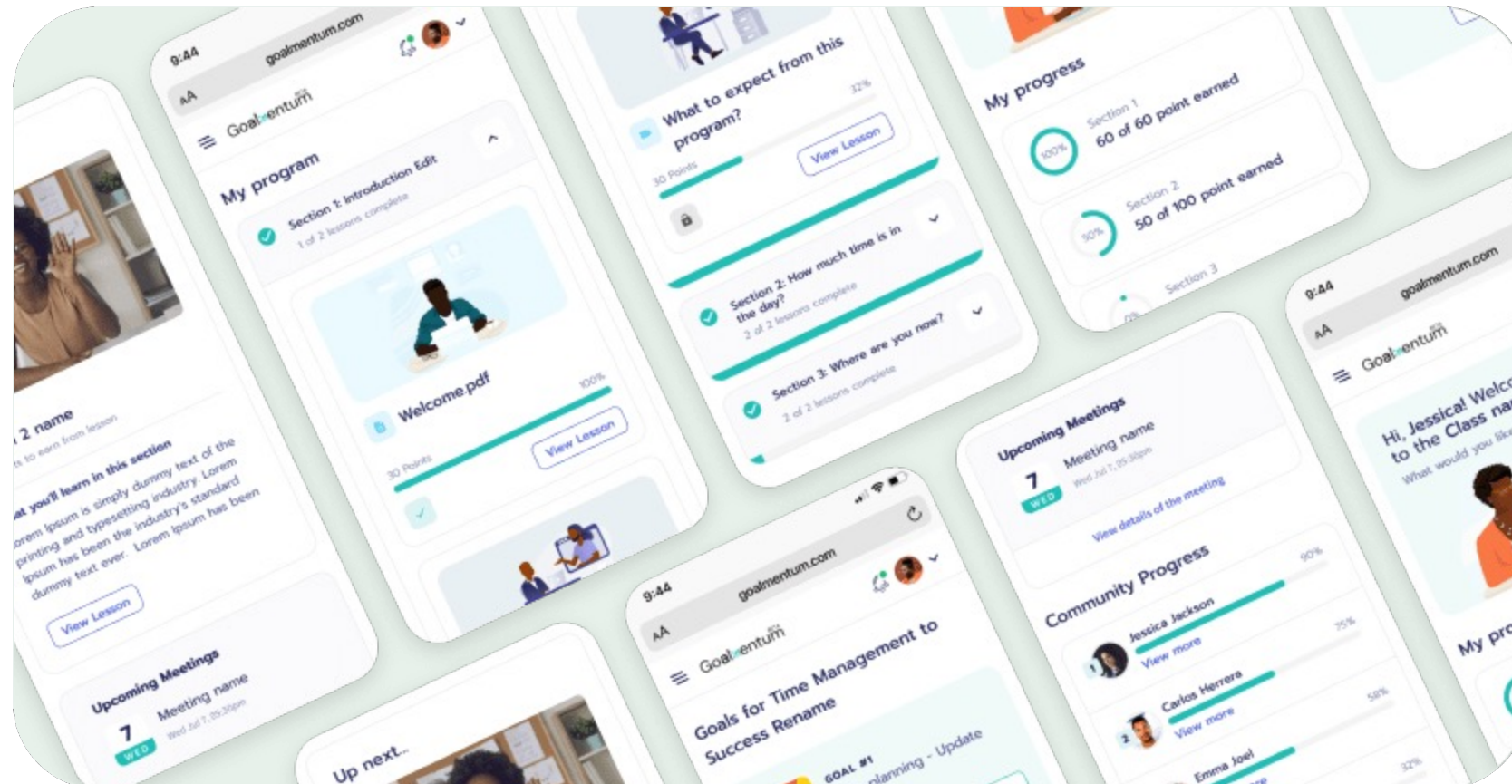
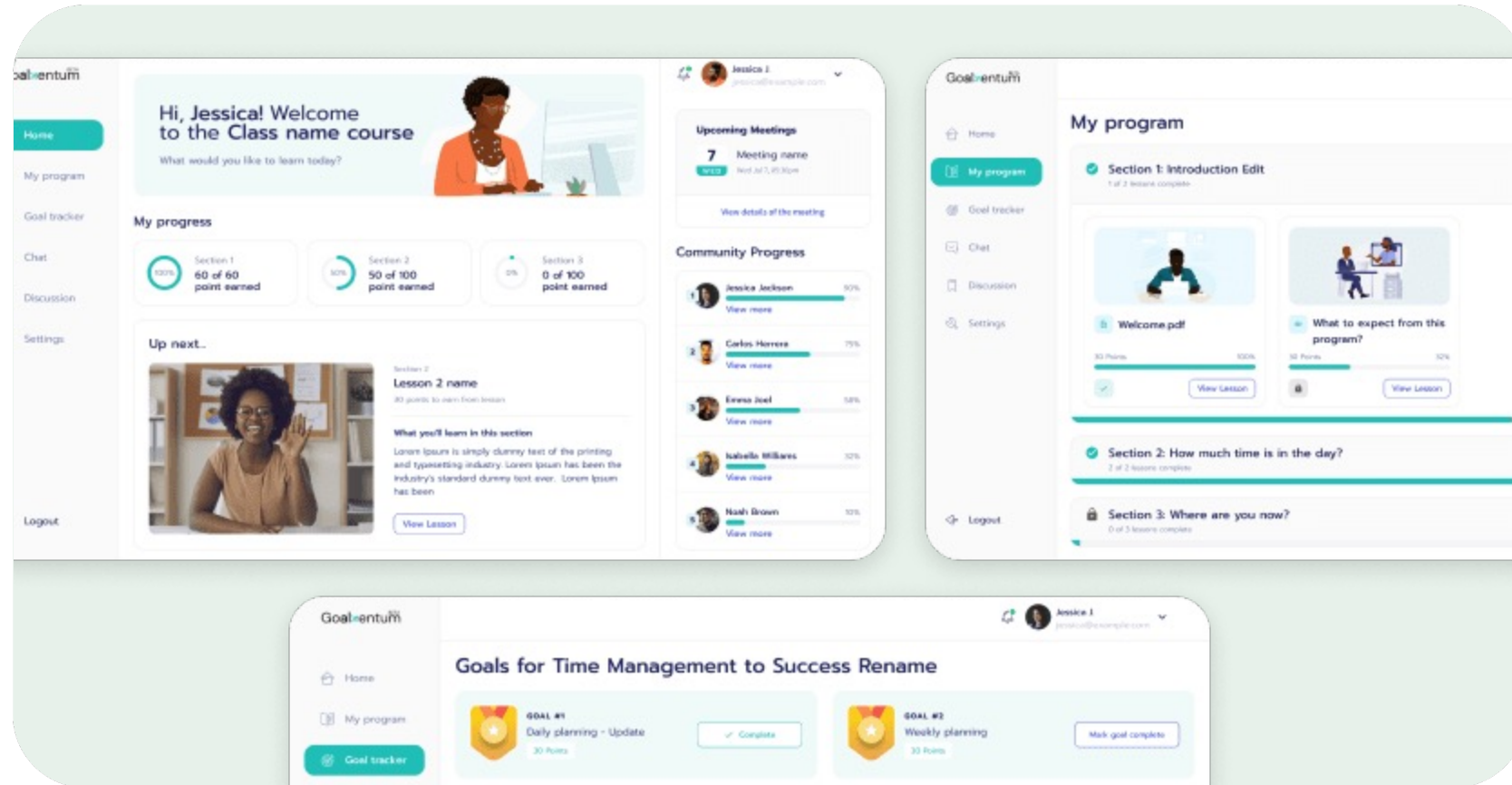


# LMS UI Customizations

Goalmentum  
BBLA Athlete Program  
Performance Evaluation Form







# Goalmentum

## LMS UI Customizations

### The Challenge

Goalmentum is a learning platform that provides the complete building framework for an online group coaching program. The founder wanted to increase the possibility of engagement and create a better online learning experience for her Black and Brown coaches.

### Our Solution

We focused on UI Customization as we provided Learning Platform and Systems Support. Our Learning Design consultant and UX/ Visual Designer worked with the client to conduct a mini-analysis to understand the audience pain points and goals of the organization. We reviewed the existing user personas and brand guidelines and assets to develop a mood board and collaborate with the client to include key features in her platform. The UX/Visual Designer developed the low fidelity wireframes and the high-fidelity wireframes and prototypes in Figma for easy integration in the development tool.

### The Results

With a user-friendly navigation, comprehensive dashboard to promote engagement and gamification, and easy to use program pages, coaches using Goalmentum are able to keep their learners connected to each other while tracking their progress and goals.

**Target Audience:** Black and Brown coaches and consultants

**Tools:** Notion, Google Suite, Figma, and stock images and illustrations



# BBLA Athlete Program

## LMS UI Customizations

### The Challenge

A recently established non-profit wanted to provide online learning experiences for underserved highschool and college students who have a passion for sports but want to exceed academically and personally. The greater need was to provide a platform where the learning could take place, the students could connect to each other, and the instructor could track their progress and provide additional support.

### Our Solution

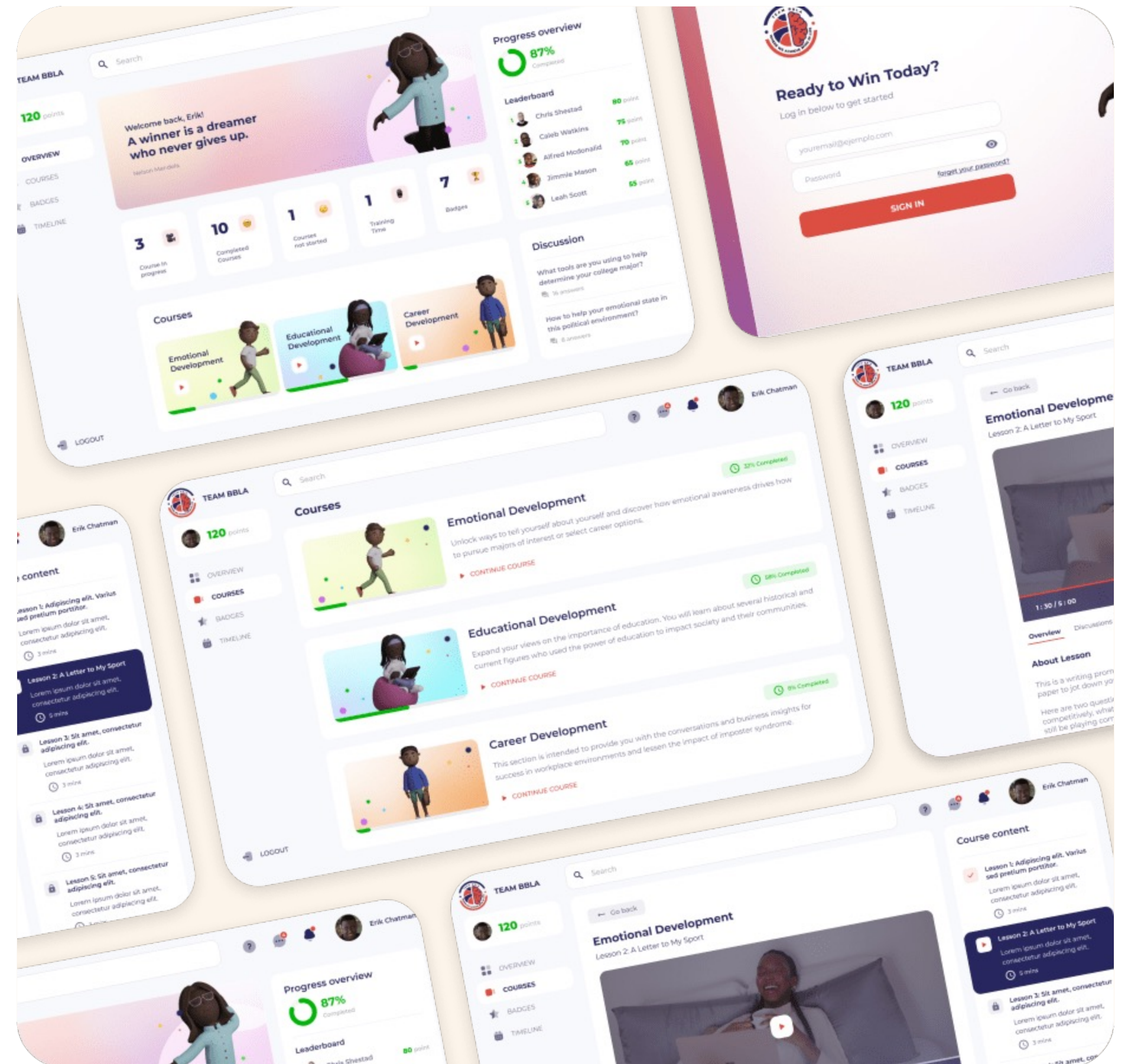
We provided Learning Systems and Platform Support to determine the right learning system to use for their offering. By conducting research and a comparative and competitive analysis, we shortlisted learning management systems that fit their budget, number of users, and the specific features they wanted to include such as a leaderboard and badging system. The selected LMS functionality matched well with what they needed but customization was required. Our UX Designer created a user persona, mood board, site map, wireframes, and UI designs that provided an ideal learning system for their potential students.

### The Results

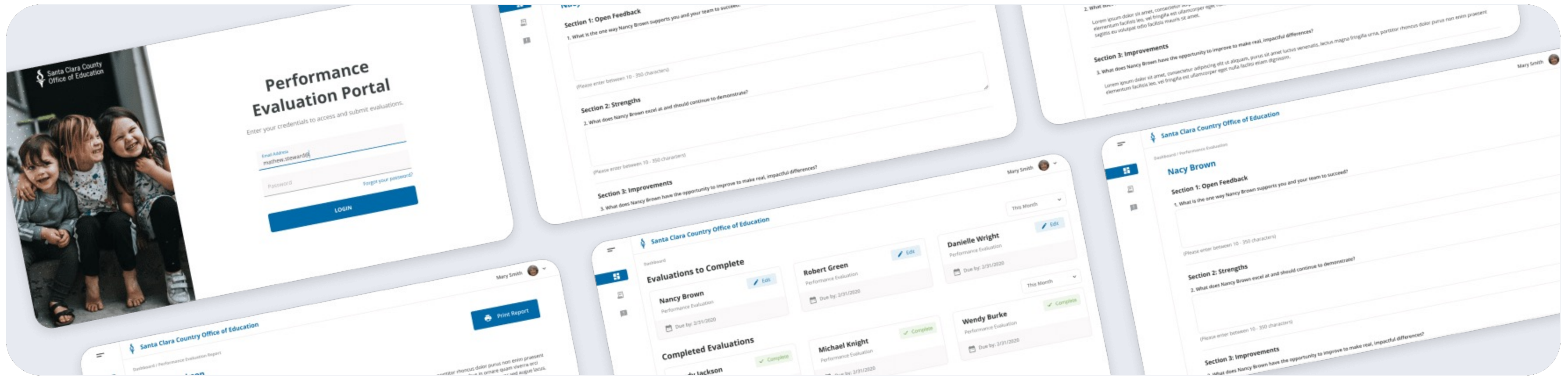
With a user-friendly login, navigation, and comprehensive dashboard, participating students will be encouraged to learn through gamification, can cultivate connections through discussions, and track their progress and growth with this customized learning management system.

**Target Audience:** High school student athletes

**Tools:** Notion, Google Suite, Figma, and stock 3D illustrations







# Performance Evaluation Form

## LMS UI Customizations

### The Challenge

This case study was created for Santa Clara County Office of Education when they were seeking to scale their performance evaluation process. They wanted to be able to support their leadership team with the ability to provide feedback electronically instead of scanning their documents in manually.

### Our Solution

We proposed providing learning platform and system support and explored the following options:

- The development of (1) evaluation form and database
- The development of (1) evaluation form with notifications and data delivery, which would require hosting and maintenance
- The development of a full-fledged custom evaluation system, which allows for users to customize, build, and edit the forms.

### The Results

By providing an electronic form based on the 360 performance evaluation criteria, the leadership team at their organization could be able to efficiently provide feedback for reach other and focus more time on their organizational goals and building a better community within their team.

**Target Audience:** Faculty and staff  
**Tools:** Google Suite and Figma  
*Note: This was not a client project.*





# Let's change the way people think about learning together.

## Questions?

Please feel free to contact us:

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