

JOANNA LAU

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PORTFOLIO joannalau.com

PROFILE

- Education professional with over 15 years of experience in performing design, development and advising tasks such as designing digital educational objects, developing content for instructional purposes, analyzing customer needs and advising on course design and on incorporating education technologies to achieve teaching goals;
- Strong focus on a customer/learner focused support and as a result received four service recognition awards for exceeding expectations in customer service and 5/5 on instructor evaluations by faculty;
- Proficient in the design and video Adobe Creative Cloud suite apps, Microsoft applications, Learning Management Systems (Canvas and Brightspace) and education technologies (including Blackboard Collaborate, Zoom, TechSmith Camtasia/Snagit, and Articulate 360).

PROFESSIONAL EXPERIENCE

ELEARNING DEVELOPER

April 2021 to Present

The Center for Implementation

- Review existing online courses and provide best practice recommendations for online course design;
- Contribute recommendations for implementing education technologies into online courses;
- Provide advice and assist with developing learning deliverables in various engaging formats;
- Utilize authoring tools, including Teachable and Genially, to build eLearning courses;
- Apply creative design to training materials (e.g., workbooks) and design presentation decks in PowerPoint;
- Upload and configure e-learning content into learning management system;

INSTRUCTIONAL TECHNOLOGIST

July 2016 to Present

Faculty of Applied Science and Engineering, University of Toronto

- Provides ongoing support to staff and faculty in the adaptation of course content in the Learning Management System (LMS) including developing and organizing content, implementation of learning activities with recommendations of UDL principles, and incorporation of education technology tools;
- Analyze faculty members' instructional needs and challenges and advises on course design to support learner needs, assists them in developing and implementing learner supported instructional and assessment strategies; received four recognition awards for championing strong customer service;
- Collaborates with Education Technology team to execute and facilitate training workshops and documentation, ensuring content is clear, relevant and current;
- Assists the Engineering community with planning, storyboarding, and developing asynchronous video content and eLearning content in accordance with best design principles for multimedia and online learning, including tablet captures, screencasts, full production videos and e-Learning modules;
- Works with Education Technology Office supervisor to deliver effective and efficient LMS support strategies through ServiceNow, phone, one-on-one and small group sessions using webinar tools.

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PROFESSIONAL EXPERIENCE

DIGITAL MEDIA INSTRUCTOR

August 2016 to Present

RTA103 Intro to Digital Media, RTA School of Media, Ryerson University

- Designed and developed 12 week lab curriculum and instructional tutorials for Introduction to Digital Media, a mandatory course for all RTA undergraduate students;
- Planned and delivered course instruction including presentation of lab activities and projects based upon syllabus, goals, and learning objectives;
- Cultivated an inclusive classroom environment conducive to learning by utilizing inclusive teaching practices, active learning strategies and provided learning experiences using a variety of methods; received 5/5 on faculty evaluations for every year of teaching;
- Providing direction, guidance and support for students in planning and creating their course projects;
- Administer, grade, and provide feedback on course assignments to assess achievement of course objectives;
- Evaluates and tracks student success throughout term to ensure course and teaching effectiveness.

PRODUCTION TRAINING AND SUPPORT STAFF

October 2005 to June 2016

RTA School of Media, Ryerson University

- Provided computer and software technical support for students and faculty during class and media production activities, including the creation of supporting documents (tutorials, guides) and materials;
- Coordinated the technical needs of students based on curriculum requirements;
- Maintained and moderated information on LMSs (Blackboard and Brightspace);

EDUCATION

SCHOOL OF CONTINUING
STUDIES, UOFT
Feb to April 2021

Learning Design Certificate, Candidate
Currently completing: Foundations of Instructional Design

SCHULICH SCHOOL
OF BUSINESS
2020 to 2022

Master's Certificate in Adult Training and Development, Candidate
Currently completed: Dynamic eLearning and Virtual Facilitation

INNOVATION HUB &
CENTRE FOR LEARNING,
LEADERSHIP & CULTURE
Jan to April 2020

Design Thinking Experience Program
Project focus: How might content capture be operationalized at UofT?

EXETER UNIVERSITY
ENGLAND
2014 to 2015

Master's Degree in Education, Technology, Creativity and Thinking
Dissertation focus: Best practices in creating educational software
video tutorials

RYERSON UNIVERSITY
2003 to 2005

Bachelor of Applied Arts in Radio and Television Arts
Focus: Digital Media
Achievement: Advanced Standing Student, with Honours Recipient