CASEY ANDERSON

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Experience

User Experience Research Intern at Google
Zurich, Switzerland | July – September 2019
Independently planned and conducted qualitative research studies to support the development of creator tools on Youtube.

Learning Experience Designer at Learn
Remote | June – October 2018
Experience design for learning programs, online and offline touchpoints. Partnered with Instructional Designer's to identify and create accompanying wraparound services for bespoke trainings (e.g. a teaching assistant Chatbot) and corresponding measurement strategies.

Learning Content Developer at Facebook
Menlo Park, CA | May 2017 – May 2018
Led content strategy and development for global trainings, also completed testing and implementation. Conducted user research and testing to develop heuristics for team and led effort to conduct learner research for Global Sales Learning personalising learning project.

Instructional Designer (Contract) at Facebook
Menlo Park, CA | August 2016 - May 2017
Designed, built, and measured scaled learning experiences from end-to-end for global Sales & Marketing teams. Including: on-boarding, tools, and product-specific, trainings for both online and offline delivery.

Instructional Designer at Samaschool
San Francisco, CA | September 2014 – August 2016
Conducted qualtitative and quantitative research and testing to develop the first three iterations of Samaschool Online. Grew the online program to over 25,000 students from 92 countries and secured an annual $450,000 Adwords grant.

Education

MSC Human–Computer Interaction Design
City University, London, UK
September 2018 – February 2020

BA Political Science
University of Pennsylvania, Philadelphia, PA
September 2010 – May 2014

Skills

User Research • Experience Design • Interaction Design (*XD, Sketch/Invision, Figma, Axure*) • Prototyping • User Testing • Information Architecture • Product Strategy • Qualitative Research • Quantitative Research • Content Development • Curriculum Design • Digital Learning Strategy