

MIA NIU

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EDUCATION

New York University - New York, NY

Master of Arts: Learning Technology And Experience Design. GPA:3.93

09/2022-05/2024

- Relevant Coursework: User experience design, User research Method, Learning Design Process (ADDIE/SAM Model, Universal Design for Learning, Adult Learning Principles), Cognitive Science, Learning Analytics

Michigan State University - East Lansing, MI

Bachelor of Arts: Media And Information

09/2018- 05/2022

- Relevant Coursework: Video Editing & shooting; Advertising; Social media marketing

SKILLS

- Tools: Figma, Canva, Articulate Storyline/ Rise, Canvas, Adobe Premiere, Captivate, Excel, Microsoft Office suite

WORK EXPERIENCE

Instructional Designer, Growbie – Boston, MA

02/2024 to Present

- Collaborated with instructors and stakeholders to design online instructor-led curricula for workshops, brainstorming topics and modalities to enhance student engagement and learning effectiveness
- Facilitated classes and workshops as a Teaching Assistant to ensure active student engagement and interaction
- Initiated the development of an interactive e-learning platform using Articulate Storyline, making learning content accessible and standardizing the learning process

Instructional Design Intern, NYU Meyers School of Nursing – New York, NY

01/2024 to 05/2024

- Created e-learning tutorials with scripts for a healthcare App using Articulate 360 to deliver an engaging learning experience by applying adult learning principles, resulting in a 20% increase in app utilization rates.
- Coordinated with clients and stakeholders to align project expectations, managed timelines to ensure all milestones were achieved on schedule, and effectively communicated progress and challenges
- Collected users' pain points by conducting surveys and interviews with 30 users, and analyzed existing users' feedback to understand learner needs, learning goals, and behavioral objectives

Instructional Design Intern, Auriga Interactive Studios – New York, NY

09/2023 to 12/2023

- Designed e-learning driving courses, including interactive elements, aligned with learning objectives tailored for autistic learners, and integrated them into the LMS(Brightspace) to ensure compatibility and ease of use
- Developed a standardized curriculum template and storyboard, ensuring consistency and ease of future updates by staff, streamlining the content creation process.
- Collaborated with subject matter experts and communicated with stakeholders to deepen understanding of pain points of users, ensuring that learning materials, grounded in adult learning theories, align with user needs and learning goals

Ed Product Digital Marketing Specialist, Cheersyou International Consulting – New York, NY

08/2022 to 06/2023

- Conducted comprehensive overseas study market research including user research and competitor analysis to understand user pain points, and proposed competitive analysis and suggestions for company's marketing strategies
- Developed multimedia content such as banners, posters, brochures, and videos using Canva, Photoshop, and Adobe Premiere to facilitate promotion and create engaging learning experiences.

PROJECTS

Overcoming Barriers to Secure a Job in the U.S.

01/2023-05/2023

Design Lead

- Led the design of an E-learning project, initiated thorough user research to determine learning goals, and developed behavioral learning objectives. Created and administered surveys with 54 responses and interviews with 6 target audiences and 2 stakeholders to understand the user needs
- Designed and developed an interactive and user-centric curriculum using Articulate 360, focusing on engaging learning experiences including multimedia interactive elements, such as explainer videos, photos, audio, etc, grounded in learning science principles, and catered to diverse learner needs and preferences
- Developed a holistic evaluation plan to assess the learning outcome and effectiveness, and iterated the content based on the feedback for future improvement of the course