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# Lisa Coburn

L E A D T R A I N I N G D E S I G N E R

## PROFESSIONAL SUMMARY

Experienced instructional designer skilled at engaging learners and developing content using the latest technologies. Twelve years of experience building programs for global audiences including retail, B2B, compliance, and leadership.

## EDUCATION

### Master in Education Learning, Design, and Technology

University of Georgia  
2009 - 2011

### Bachelor of Education Early Childhood Education

University of Georgia  
2003 – 2007

### Introduction to Design Thinking Strategy

University of Texas  
January 2018

## KEY SKILLS

Adobe Creative Suite

Wordpress (Elementor)

Vyond Video Animation

Articulate 360

Camtasia

SCORM, CSS, HTML

Leadership Development

Graphic Design

## WORK EXPERIENCE

### Lead Training Manager, Design

AT&T, Atlanta, GA | September 2012 - Present

Apply learning theory to design and develop a broad range of learning interventions covering leadership, product, new-to-title, systems, and sales.

- Evaluated and revised a proposed training solution to save the company over \$14,000 by making it easier to develop and manage while simultaneously enhancing the learner experience.
- Developed a training site to simplify highly technical content on Internet of Things and 5G with over 20K visits helping lead to an 83% YOY revenue growth.
- Collaborated with vendors and multiple key stakeholders to identify training needs and implement solutions for sales, systems, and highly technical products including 5G, Fiber, and SaaS.
- Managed end-to-end compliance training using short, engaging videos, including scripting, storyboarding, and translation for a global audience of 5K+ employees at WarnerMedia.
- Designed and launched leadership development program to over 12K managers across the US and Mexico.
- Established governance and developed process documentation for source files management for 200+ training designers.

### Senior Training Manager, Design

AT&T, Atlanta, GA | July 2011 – September 2012

Support AT&T National Retail new-to-title training and product launches.

- Applied adult learning principles to account executive training to make it more engaging.
- Developed training materials for high profile launches of products and services to national retailer leadership and sales representatives.

### Educator

Fulton County Schools, Johns Creek, GA | August 2007 – June 2011

Managed an annual load of 18-20 students to achieve high results and create a life-long love of learning.