Alicia D. Pica, MSIDT
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PROFESSIONAL SUMMARY

Senior Learning Experience Design professional with 10+ years of experience creating impactful learning solutions across corporate and higher education environments. Expertise in instructional design, learning needs analysis, adult learning principles, and performance improvement. Proven ability to partner with stakeholders, manage projects, and deliver learner-centered solutions aligned with business objectives. Skilled in Articulate 360, Learning Management System (LMS) administration, accessibility standards, and AI-powered learning development tools.

PROFESSIONAL EXPERIENCE

The TJX Companies, Inc., MarMaxx Distribution Services, U.S. | Senior Learning Experience Design Specialist
July 2023 – Present

- Created 30+ learning solutions, including eLearning, classes with facilitator guides, training guides, and job aids
- Increased Supervisor retention by 30% as a project manager/developer for Supervisor onboarding program
- Contributed to 91% promotion rate for cross-brand Supervisor development program as a program manager
- Partner across 12 distribution centers with cross-functional stakeholders and subject matter experts to define learning objectives and success measures
- Analyze learning solutions' ROI
- Leverage AI technologies, including ChatGPT, to enhance workflow
- Support Workday LMS administration, such as monitoring learner progress

The TJX Companies, Inc. TJ MAXX Distribution Center, Pittston, PA | Training Specialist
January 2022 – July 2023

- Facilitated technical and leadership training for 75+ supervisors and managers
- Developed 20+ presentations, facilitator guides, activities, scenarios, and performance support resources
- Supported 20+ Operations Supervisors' onboarding and professional development

Keystone College, La Plume, PA | Adjunct Instructor
August 2015 – December 2021

- Designed and delivered face-to-face, hybrid, and online learning experiences for 300+ students
- Collaborated with 5 faculty to develop learning objectives, assessments, and instructional materials
- Utilized Moodle and D2L Brightspace LMS to analyze learner performance and instructional effectiveness

Penn Foster, Scranton, PA | Instructional Designer
January 2019 – June 2019

- Partnered with the design team to write content and assessments for 5+ college, technical, and high school-level courses
- Provided quality assurance to meet educational objectives and standards (e.g., Quality Matters, Common Core)
- Managed content on the company's LMS to enhance user experience and ensure Web Content Accessibility Guidelines (WCAG) were met

Scranton School District, Scranton, PA | Teacher
September 2016-December 2018

- Taught Science, English/Reading to 100+ at middle school/high school level
- Collaborated with 5+ faculty to develop lessons to support curriculum
- Created learning materials, activities, and assessments

EDUCATION

- Master of Science in Instructional Design and Technology-Commonwealth University, Bloomsburg, PA
- Master of Arts in Teaching-College of Charleston, Charleston, SC
- Master of Arts and Bachelor of Science, Psychology-Marywood University, Scranton, PA

CERTIFICATION

eLearning Specialist Certification | Commonwealth University
Instructional I, Grades 4-12 | Pennsylvania Department of Education

CORE COMPETENCIES

eLearning development
Training development
VILT and ILT design
Accessibility and WCAG
LMS Administration
Graphic design
Course and curriculum development
AGILE and ADDIE
Stakeholder and SME collaboration
Project management
Facilitation and teaching
Needs Analysis
Kirkpatrick evaluation
Web design

TECHNOLOGY

Articulate Storyline and Articulate Rise
Adobe Creative Cloud
Vyond
Microsoft Office
Learning Management Systems
SCORM and xAPI
HTML/CSS/JavaScript
Camtasia
ElevenLabs
Generative AI
Snagit
Canva