

Robyn A. Defelice, MSIT

Currently attending Indiana University of Pennsylvania (IUP) for her Ph.D. in Communication Media and Instructional Technology, Robyn Defelice is also the recipient of the 23rd Annual IUP Foundation Doctoral Fellowship. She has provided consulting services as an instructional designer (ID) and project manager for the last ten years. Recent clients have included: PinPoint Strategies, Bloomsburg, Pennsylvania, where she leveraged her senior level ID and project management capabilities. She also helped to shape this start-up company's processes and products while working with the owner and his clients and interns. In addition, she completed work for Weatherbee Media, Collegeville, Pennsylvania, where she assisted in creating project and technical documentation.

Robyn obtained her Bachelor of Science in Fashion Merchandising and a minor in Communications Media from IUP (1998). Robyn then went on to pursue her Masters of Science in Instructional Technology (MSIT) from Bloomsburg University (2000).

In recent years, Robyn has performed work predominately in the major pharmaceutical, healthcare, and insurance sectors, building a portfolio of clients that include Geisinger Health System, TestTrack LMS, Infologix, Medtronics, Kaplan EduNeering, and Bloomsburg University's Institute for Interactive Technologies. Robyn has designed and implemented sound learning solutions to meet the needs of these clients and their end-users. As a professional outlet she likes co-writing a blog for dishingdesign.com, where she and her peer are working to create a shared learning environment amongst professionals in the training industry. Each blog is crafted using cooking terms to provide a fun, but common language to the information; allowing even those with no ID background to easily comprehend the topic.

Robyn's capacity for listening and working directly with her clients in an effective manner has consistently helped her to identify the true learning need and hone a targeted solution. She enjoys designing, developing, and implementing procedures and standards to help improve work performance, streamline processes, and increase quality. She has a decade's worth of experience in designing web-based, instructor-led, self-paced, and computer-based training curricula. Her skills also include assessing current learning issues, researching, and developing solutions along with implementation plans to enhance or improve end-user experiences. She has also performed services as an adjunct professor at Leigh Carbon Community College (2006) and a classroom trainer on occasion from soft skills (email etiquette) to products (TestTrack LMS).

Prior to being a full-time consultant, Robyn worked as an Information Services Specialist for Ben Franklin Technology Partners of Northeastern Pennsylvania (BFTP-NEP), Bethlehem, Pennsylvania from 2000 to 2004. She worked closely with the staff to maximize their efficiency in the workplace such as on-the-job training and workshops on new technologies and soft skills. She worked on various organizational projects using her technical skills to assist the teams, such as HTML, Dreamweaver, Adobe Photoshop, and Flash. Robyn also researched, evaluated, and selected products and technology for the organization. She also assisted and worked with clients of BFTP-NEP on their learning initiatives. In addition, Robyn moonlighted as a part-time consultant working for Corning Center for Learning (CCFL) converting instructor-based materials into interactive online components.

During her time at BFTP-NEP, Robyn joined with several others to create the Network of Young Professionals, an organization that focuses on both community and social events. Working in the capacity as vice president, she also organized and led many of the original events, most notably their food drive and the monthly meet-and-greets for newcomers to the Lehigh Valley. In addition, Robyn participated in Leadership Lehigh Valley, an organization that educates individuals on the volunteer needs of the community and grooms them to be board members for non-profits. She was elected as project manager and facilitated the team's plan to revitalize a community baseball field. Today, the park is going under even further renovations to add onto the efforts of her class.

Robyn is a highly involved mentor to up-and-coming graduates of the MSIT program. She speaks frequently with students about transitioning into a career and building professional networks. She is member of the Corporate Advisory Council, advocate for alumni-department relations, and an alumni ambassador for the MSIT. She was recently published in ASTD's ezine *Learning Circuits* and is currently working on an article for publication on the topic of and maximizing subject matter expert use.

Robyn A. Defelice, MSIT
Project Manager/ Sr. Instructional Technologist
534 Catherine Street

Office: (610) 462-5134
E-mail: robyn@dishingdesign.com
<http://www.dishingdesign.com>

Bloomsburg, Pennsylvania 17815