

Sarah Hoag

sarhoag.com | 517-817-8444 | sarhoag@gmail.com

Experience

Instructional Designer

IBM | East Lansing, MI | June 2016 - Present

Gather, review, and validate customer requirements to write scripts; develop test items; create course materials; author courseware using authoring tools; create media, graphic art, audio, and video; and edit the final product prior to delivery

Apply knowledge of current learning models and determine the best instructional strategy using knowledge of adult learning theory to meet client learning expectations

Acquire and understand the client source materials; organize content into meaningful learning chunks; and create design documents as deliverables within the content development process.

Develop the solutions, working with graphic artists, courseware engineers, and project managers, staying within budget, scope, and time frame

Digital Customer Experience Contractor

Consumers Energy | Jackson, MI | May 2015 - May 2016

Conducted user acceptance tests to find and report bugs to developers using Microsoft Visual Studio

Analyzed customer survey results to calculate monthly customer experience index (CXi) scores

Organized feedback from Qualtrics and Usabilla surveying software to produce CXi data reports

Built web pages and added content the new consumersenergy.com using Sitecore

Digitized enrollment forms for new Green Generation customers using Excel

Web Content Developer

Moosejaw Mountaineering | Madison Heights, MI | May 2014 - August 2014

Wrote original content copy for moosejaw.com key styles including Patagonia, Arc'teryx, The North Face, and Marmot

Integrated data within Retail Backbone, incorporating copy and HTML coding for product specifications and descriptions

Conducted content audits to identify existing product description features for accuracy

Built 12 HTML size guides for the various clothing and footwear brands on website to reduce number of customer returns and exchanges

Maintained product content on the website while working closely with vendors to publish content in a timely manner

Added keyword data for product comparison tool and search result filtering features

Education

Michigan State University

B.A. Professional Writing | May 2016

Concentration: Digital & Technical Writing and User Experience Architecture

Tools

Adobe Creative Suite, HTML, CSS, JavaScript, PHP, MySQL, Sitecore, Wordpress, Squarespace, Wix, Qualtrics, Usabilla, Google Analytics, UX Pin

Skills

Web Design, Content Management, User Research, Document Design, Technical Writing, User Experience Design, Information Architecture, Design Thinking