

Alicia Pica, MSIDT
Scranton, PA
adawnpica@gmail.com
570-687-8132

Professional Experience

July 2023-present

The TJX Companies, Inc., MarMaxx Distribution Services, U.S., *Sr. Learning Experience Designer*

- Project Manager and producer of Learning and Development team projects, including a Network-wide technical Supervisor Onboarding program that resulted in a 30% increase in retention
- Design leadership and technical training eLearning, classroom workshops/facilitator guides, job aids, and on-the-job application guides
- Utilize instructional-design strategies such as scenario-based learning, role-plays, and simulations
- Collaborate with SMEs and stakeholders across MarMaxx Distribution Services to align business objectives with appropriate training solutions
- Identify success measures, analyze ROI of training programs, and implement change management as needed
- Design graphic assets and video production using software such as Adobe Illustrator and Adobe Premiere
- Program Manager/developer for a TJX cross-brand Distribution Center/Fulfillment Center Supervisor development program, resulting in a 91% promotion rate

January 2022 – July 2023

The TJX Companies, Inc., TJ Maxx Distribution Center, Pittston, PA –*Training Specialist*

- Conducted onboarding and supported training for new Associates
- Facilitated leadership workshops for 50+ Supervisors and Managers
- Developed presentations, scenarios, and role-based activities for training

August 2015 – December 2021

Keystone College, La Plume, PA –*Adjunct Instructor*

- Taught face-to-face, hybrid, and online Psychology courses to over 300+ students
- Collaborated with faculty to create comprehensive learning objectives, rubrics, activities, and assessments to enhance learning outcomes
- Supported students in developing original research proposals, conducting experiments, analyzing statistical data, and presenting results at professional conferences

January 2019 - June 2019

Penn Foster, Scranton, PA –*Instructional Designer*

- Partnered with SMEs and design team to develop eLearning content for 5+ courses, including college-level and technical training courses
- Edited and troubleshooted content on the company's LMS to enhance user experience

September 2016 – December 2018

Scranton School District, Scranton, PA - *Teacher*

- Collaborated with faculty to develop lessons to support curriculum
- Created learning materials, activities, and assessments

Education

January 2023 - May 2024

Commonwealth University, Bloomsburg, PA- *Master of Science in Instructional Design and Technology*

January 2013 - May 2015

College of Charleston, Charleston, South Carolina - *Master of Arts in Teaching, Middle Grades English*

August 2006 - May 2010

Marywood University, Scranton, Pennsylvania - *Master of Arts, Psychology*

August 2002 - August 2006

Marywood University, Scranton, Pennsylvania - *Bachelor of Science, Psychology*

Certifications

- e-Learning Specialist Certification: Issued 12/2023 by Commonwealth University

Skills

- Project Management
- SME and Stakeholder management
- Data analysis
- Evidence-based instructional design strategies
- Change management
- Instructional Design frameworks such as AGILE model and ADDIE model
- Graphic design
- Web design
- Video and audio production

Technology

- Microsoft Office
- Articulate Storyline and Articulate Rise
- Adobe Creative Cloud and Adobe Captivate
- Learning Management Systems (LMS) and SCORM
- Vyond
- Camtasia
- HTML/CSS/JavaScript
- AI-driven technologies such as Microsoft Co-Pilot and Chat-GPT