

Christine Speranza


Instructional Designer

ABOUT ME


Learning and development professional with expertise in crafting engaging digital content and bridging the gap between operational needs and learner success through innovative multimedia solutions.

CONTACT

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 christinesperanza.com

 Philadelphia, Pennsylvania

EDUCATION

The University of New Hampshire

August 2015 - May 2019

Bachelor of Arts: Communication

Minor: Spanish

SKILLS

- Adobe After Effects
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Captivate
- Articulate 360
- UKG Pro Learning

CERTIFICATION

ATD Instructional Design Certification

Issued: September 2023

COMMUNITY INVOLVEMENT

URBN Intern Mentorship Program

Mentor: June 2023 – Present

Big Brothers Big Sisters of America

Mentor: November 2023 – May 2025

EXPERIENCE

URBN, Inc. (Urban Outfitters, Anthropologie Group, Free People, & Nuuly)

Talent Development Specialist: April 2025 - Present

Associate Talent Development Specialist: April 2022 – April 2025

Creative Content Specialist: May 2021 – April 2022

- Lead end-to-end instructional design for complex retail systems and workflows, creating learning solutions for both store and corporate teams
- Manage training projects from initial scoping through launch, coordinating stakeholders to ensure clarity, accuracy, and on-time delivery
- Develop e-learning modules, videos, user guides, and blended materials that improve performance, reinforce compliance, and increase systems adoption
- Partner with cross-functional teams to diagnose performance gaps, simplify complex information, and streamline internal workflows

The George Washington University (The Graduate School of Education and Human Development)

Content Specialist: November 2019 - November 2020

- Produced digital and print marketing materials to support recruitment and student engagement initiatives.
- Managed program webpages & virtual event content to support incoming students during COVID-19.
- Drove a 28% increase in @GWGSEHD's user base through organic and paid content on Instagram, Twitter, Facebook and LinkedIn

The University of New Hampshire (UNH): Communications and Public Affairs Office

Senior Digital Media Assistant: June 2018 - August 2019

Digital Media Assistant: January 2017 - June 2018

- Created, curated, and monitored content on UNH's official Twitter, Instagram and Facebook accounts (@UofNH, @UNHStudents, and @ThisIsUNH) as a means of promoting the university's mission
- Led @UNHStudents brand, coordinated student Instagram takeovers, analyzed post metrics, and managed campaigns