CV / Anitra Nottingham

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**Summary**

I am an experienced leader in education and operations, specializing in program and course design, development, and enhancement. I have a proven track record of success in managing hybrid teams, designing processes, and ensuring smooth operations. My background is in graphic design, and I am dedicated to improving online learning for all students. In my spare time, I create podcasts and write books.

**Qualifications**

**Master of Philosophy** / Graduate School of Education, University of Melbourne

My thesis [Reshaping Design Education](https://minerva-access.unimelb.edu.au/handle/11343/42141) is a study of the ways design studio pedagogy changes as it moves online

**BA Graphic Design** / Monash University

**Professional Experience**

**Head of Course Design**

RMIT Online / September 2020 – Current

In my current role I lead all online course development using agile ways of working and in close collaboration with cross-functional teams, including Teaching and Learning, Product, Industry Partners, Technology, and Digital Experience. This role has a focus on data-driven decision making, and I created a tool for continuous quality tracking during course development and implemented a monitoring process to enhance our courses. In the past year I’ve successfully transitioned the team from a partner-centric model to an in-house model, improving cost management and course quality. I've created a culture of innovation using qualitative and quantitative research and fostering a design thinking mindset in our team, most recently we conducted a research project to enhance the online assessment experience. In my day-to-day I efficiently allocate learning design resources, working with the scheduling, production, quality assurance, and teaching and learning teams to ensure smooth and course go-lives over 12 different teaching periods per year. This role requires maintaining strong relationships with all RMIT university stakeholders and combines strategic leadership, cross-functional collaboration, and operational efficiency to drive results.

*Key Accountabilities:*

* Oversee course design for new courses and refreshes across RMIT Online's portfolios, ensuring alignment and collaboration among academics/SMEs, Learning Design, Media and Graphic Production, Quality Assurance, and Industry Partner teams.
* Lead a collaborative hybrid team working in-house and with course build partners to ensure effective decision-making, quality control, and escalation management.
* Collaborate with the Product team to conceptualize the learning experience for new programs and courses, translating product strategy into high-quality courses and learning experiences.
* Manage recruitment, onboarding, and performance of learning design build partners, ensuring effective training and performance management.
* Innovate our learning design system through collaboration with colleagues across RMIT Online and the broader university, sharing best practices.
* Develop capability-building programs and online courseware in digital pedagogies and learning technologies.
* Collaborate with RMIT Online's Knowledge Architect to optimize partner quality through the Learning Design
Analytics roadmap.
* Review CES scores and feedback to improve the student experience.
* Achieve Course Design Satisfaction Score targets, aiming for >70% course design score for new courses.

**Senior Learning Experience Designer**

RMIT Online

May 2019 – September 2020

I worked across the RMITO portfolio (which includes Open University, RMIT accelerated post-graduate, and RMIT Online post-graduate and under-graduate, and non-accredited short courses) and across disciplines (in the STEM, Design and Business schools) to design online learning experiences. I guided course development and developed course design and improvement processes with learning design and academic partners. I conducted reviews during the design process to ensure learning design and delivery standards were upheld. RMITO worked at this time solely in a partnership model which required developing and maintaining sustainable external relationships with key learning design, academic, and industry partners and product managers. This position required excellent time management and collaboration skills to produce a quality product within a fast-paced agile environment. I was initially seconded to the learning design team in May 2019 before being offered this role, and I was promoted to Head of the Course Design team in September 2020.

*Key accountabilities:*

- Planning and leading workshops and events for on-boarding, learning design, media, and innovation projects

- Reporting and analysing the effectiveness of course development, course enhancement and innovation projects

- Training external partners in products, policies, guidelines, processes and review course design deliverables

- Leading and contributing to learning environment and learning design innovation projects with education technology partners and the technology and the data team

- Expanding and improving RMITOs learning design system, guidelines, processes and policies.

**Senior Advisor Learning and Teaching**

RMIT Online

March 2019 – October 2019

While in this role I worked as an academic product specialist supporting online course and program development across a range of disciplines. I developed, implemented and oversaw quality assurance and academic governance policies and processes. Working in an Agile team of product managers, learning experience designers, developers, and academics I participated in the development and design of online courses and programs. This a multifaceted role that required writing, learning design, user experience design, service design, project management, and stakeholder engagement skills. I was seconded into the Learning Design team in May 2019 and held this role concurrently until October 2019.

**Co-Chair / Online Director, School of Graphic Design and Digital Media**

Academy of Art University / San Francisco

2006 – 2019

AAU is the largest private, accredited, art and design university in the U.S.A. Located in San Francisco, the university has an extensive, global online program which mirrors the 24 onsite schools of art and design. As Online Director I was responsible for maintaining the quality of the online student experience and leading the 35+ team of permanent and part time online faculty. In 2016 my role was expanded to Co-Chair, and I worked closely with the MFA Director to run the School. This role required a thorough understanding of design and online learning pedagogies along with excellent problem-solving, diplomacy, and time management skills and the ability to work and manage a team from a different time zone.

*Key Accountabilities:*

* Setting the strategic direction and planning as well as managing the budget
* Coordinating and developing online/onsite curriculum
* Liaising with AAUs Executive Office, Online Education team and other schools within AAU
* Recruiting, scheduling, managing and evaluating faculty
* Conducting program assessments, evaluations and special projects
* Developing and managing learning content for all online classes including design studios
and liberal arts classes
* Teaching 4 graduate/undergraduate classes a semester in a range of subjects
* Chairing student review committees and supervising graduate students
* Resolving academic honesty, and disciplinary matters and monitoring at risk students
* Outreach to the professional design community including assembling and leading advisory panels

**Onsite Instructor / School of Digital Design and Multimedia**

California State University, East Bay / San Francisco

2002 – 2006

California State University is a large higher education institution with campuses across the western United States. I held a sessional position teaching a range of graphic design studio classes across the MFA and BFA programs and acted as a professional mentor to the diverse student cohort. In this position I prepared onsite course content that aligned with the program and course learning outcomes.

**Senior Manager / Creative Services**

Intuit Inc. / San Francisco

2004 – 2006

Intuit is a large technology company that makes the financial software brands: Quicken, TurboTax, and QuickBooks. The Creative Services team worked across print and digital platforms from corporate communications jobs to large, complicated packaging projects with multiple stakeholders and deliverables.
This position required great attention to detail and very clear communication skills. I joined Intuit as a contractor in 2003 and became Senior Designer in 2004. I was promoted to Senior Manager in 2005 where
I led a hybrid team of designers and freelancers in the Bay Area and San Diego.

**Previous Graphic Design Roles:** Creative Director at London Road Design, a small San Francisco design agency specialising in both print and digital design. Senior Book Designer (Trade) for Penguin Books Australia, and Book Designer (Academic and Trade) forOxford University Press Australia.

**Teaching Philosophy**

My teaching philosophy is rooted in the belief that design education should be inclusive and supportive, fostering the growth of all students. I provide clear guidance while valuing and encouraging students' unique ideas. In the online learning context, I use various tools and methods to create a warm and human connection, recognizing that effective teaching doesn't always require real-time interaction.

**Service Duties**

At RMIT Online I contribute to the academic governance of RMIT Online by sitting on theAcademic Quality Committeeand I contribute to the strategic and technological direction of RMIT Online by serving on various steering groups: Senior Leadership Group, Build partner / Third Party steering groups, Learning EduTech Congress

At the Academy of Art University, I sat on the Online Academic Steering Committee, contributing to the strategic and technological direction of AAU’s online program as well as serving on various subcommittees including: LMS and Grading Tool Development, Student Participation, Grading Policies, Student Wellbeing, Marketing.

**Program and Curriculum Development**

As Senior Advisor Learning and Teaching at RMIT Online I participated in the program development and wrote the academic casework for two Graduate Certificate Programs for the College of Business, and two Post-Graduate programs for the School of Science. As Senior Learning Experience Designer I participated in all Program Development workshops for masters and graduate certificate programs across the College of Business, School of Science, and the School of Design and Social Context.

**Course Design and Development**

At RMIT online I developed 12 online courses across disciplines including marketing, data science, programming, business and design thinking. I apply, and help to further develop, RMITO’s learning design system and guide the work of learning designers and collaborate with academics, SMEs, course and program managers.

For the School of Graphic Design and Digital Media at the Academy of Art University I developed 28 online classes and oversaw the build of all 43 online classes in the program. Each class consists of extensive planning documents, approximately 38K words and rich media and video content, images, assignments, interactive elements exams and quizzes.

I produced beginning, intermediate and advanced onsite courses for both graduate and undergraduate programs while a sessional lecturer at California State University. At AAU I collaborated with the on-campus team build onsite classes from online classes, including creating a libraries of video demonstration content for online and onsite courses.

**Projects**

**Publications**

**The Graphic Design Process**: **How to be successful in design school**

[Bloomsbury Press, 2019](https://www.amazon.com/Graphic-Design-Process-successful-design/dp/1350050784/ref%3Dsr_1_1?keywords=the+graphic+design+process&qid=1580289610&sr=8-1)

This textbook is aimed at beginning design students and uses the 4D model (discover, design, develop and deploy) to describe design thinking and the design process, from briefing through to presentation. It is designed to assist both academics and students navigate the design studio.

**Creative Connection Cards**

[Creative Connection cards and app](https://www.anitraland.com/creative-connection-cards) are a creative thinking teaching tool developed to help beginning design students. Each one of the 107 cards in the deck contain prompts to spark conceptual and visual ideas.

**The Type Pod** / [Listen here](https://typepod.buzzsprout.com/)

A typography, design and history podcast that shares the strange and wonderful stories of the typefaces we use and read every day.

**Peer reviewed journal papers**

*Feel the Fear: Learning Graphic Design in Affective Places and Online Spaces*

[International Journal of Art and Design Education (2018](http://onlinelibrary.wiley.com/doi/10.1111/jade.12058/full))

*Connecting the Space between Design and Research: Explorations in participatory research supervision*

Glenda Amayo Caldwell, Lindy Osborne, Inger Mewburn & Anitra Nottingham

[Educational Philosophy and Theory](https://www.tandfonline.com/toc/rept20/current)(2016)

**Projects and Presentations**

**Online Learning Presentations**

[Thinking about Online Student Engagement](https://www.slideshare.net/AnitraNottingham)

I regularly give talks about effective online learning both in my role as Head of Course Design at RMIT Online and externally. Here is an example presentation created for the Learning and Teaching team at RMIT University [Thinking about Online Student Engagement](https://www.slideshare.net/AnitraNottingham) , and another created for TypeCon, the premier type designer conference in the USA [Teaching Typography Online](https://www.slideshare.net/AnitraNottingham/typecon-2011-anitranottingham)

**Information Design / Presentation Design Workshops**

I regularly give lectures and workshops about graphic design and Information design to help PhD students present themselves and their work. I have presented at the Australian National University, University of Melbourne, RMIT and Latrobe University. Slideshows of the presentations are available here:[Information Design](https://www.slideshare.net/AnitraNottingham/information-design-14163362) / [Slide Design](https://www.slideshare.net/AnitraNottingham/presentation-in-the-room) / [Branding for Academics](https://www.slideshare.net/AnitraNottingham/branding-for-academics) / [Thesis Typesetting](https://www.slideshare.net/AnitraNottingham/how-to-make-a-beautiful-thesis)/ [Visualise your Thesis](https://www.slideshare.net/AnitraNottingham/visualise-your-thesis-presentationworkshop)

**Frontier AIGA Educators Conference** / Bozeman, Montana 2016
*Not a House of Cards — A Creative Toolmaking Workshop*

This collaborative workshop tasked participants with creating a new set of creative connection cards, the result is a deck of “kill cards” that help edit and evaluate creative work.

**DRS Cumulus** / Chicago 2015

*[Learning Experience Design Workshop](https://www.slideshare.net/AnitraNottingham/are-we-teaching-the-wrong-students)*

While redesigning our graduate thesis track classes at AAU, we conducted a small internal research project to understand our students and their learning needs. Using UX design methods we produced a set of user profiles to helped us understand the kinds of learning experiences and tools our students need. In this workshop we shared our methods and helped the participants develop set of user profiles for their own program.

**DRS Cumulus** /Oslo 2012

[*Learning Design in Affective Places and Online Spaces*](https://www.slideshare.net/AnitraNottingham/presentation-final2-21210101?qid=3390afb3-1059-4eff-b583-8493e96d2b65&v=&b=&from_search=4)

Presented a paper based on the initial research on affect in learning spaces.

**Testimonials**

Anitra is the kind of colleague that everyone wishes for and seldom gets. For over 10 years, I have seen her firsthand as a great problem solver who possesses unending empathy for the myriad of situations that arise when engaged in teaching and administration. Her organizational skills are superb, she is technically adept as well and is always ready to help. She pioneered many of the systems used in our online environment. Anitra has worked closely with our Online Education staff to make the experience a good one for both students and the faculty. I would say unequivocally that Anitra is an outstanding leader and mentor.

*— Mary Scott, Chair Emerita, Academy of Art University, School of Graphic Design and Digital Media*

I had the pleasure of working directly with Anitra during my time AAU and found her to be a caring and enthusiastic leader. She has an impressive ability to manage a wide range of academic projects, carrying them through complex systems and adjusting as needed to maintain positive results and quality solutions. She continues to assure students are considered first in all decisions regarding the development and implementation of curricular projects.

*— Sam Perkins, Associate Professor, the Design School at Arizona State University*

*You can see written references on* [*LinkedIn*](https://www.linkedin.com/in/anitra-nottingham-967933/) *and phone references are available on request.*