

# Yanwen Elva Si | Learning Designer

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## Education

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<b>Harvard Graduate School of Education</b>	2022.06 - 2023.05
Master of Education in Learning Design, Innovation, and Technology   GPA: 4.0	Cambridge, MA
<b>Tufts University</b>	2016.09 - 2020.05
Bachelor of Arts in Psychology & Child Studies (Double Major)   Highest Honors in Senior Thesis   GPA: 3.72	Medford, MA

## Experience

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<b>Assistant Education Technologist</b>	2023.02 - 2023.05
Harvard Graduate School of Education Teaching and Learning Lab	Cambridge, MA

- Facilitated the design and launch of 2 virtual workshops for 50 adult learners to enhance their media skills, achieving a 95% satisfaction rate
- Managed workshop resources and timelines with Gantt charts and process logs, enabling the successful delivery in 2 months
- Produced 5 multimedia videos, graphics, and displays using Final Cut Pro and Adobe Illustrator to foster interactive learning spaces

<b>Co-President</b>	2022.10 - 2023.04
Harvard China Education Symposium	Cambridge, MA

- Designed and executed the annual symposium, attracting over 300 in-person attendees and 40,000 online views
- Produced the promotional video from writing scripts to shooting footages and editing, generating 2,000 views and raising engagement for the event
- Led 7 cross-functional teams using agile methodology, resulting in streamlined workflows, optimized collaborations, and accelerated sprint delivery, reducing project completion time by 20%
- Analyzed 3,600 post-symposium surveys with SPSS Statistics, deriving 6 actionable, data-driven insights for future planning

<b>Associate Curriculum Developer</b>	2020.07 - 2022.04
Curriculum Associates	North Billerica, MA

- Redesigned 40 digital literacy lessons for grades 3-8 to foster equitable and engaging learning, improving 30% of students' performance
- Led development of a DEIB database to track, visualize and report the identity constructs of 268 in-house literacy lessons, ensuring curriculum materials promote inclusivity and cultural awareness
- Collaborated with writers and editors to convert 40 literacy lessons from Microsoft Word into an internal Learning Management System
- Conducted literature reviews, competitor analysis, and user interviews to prototype and iterate 3 lesson features, receiving 50+ positive user feedback on increased self-efficacy and critical thinking

<b>Education Content Creation Lead</b>	2017.01 - 2019.01
Panopath Education and Technology	Shanghai, China

- Led a team of 10 to create 450+ blogs on college app insights, driving an increase of 50,000+ new subscribers across social platforms
- Designed and iterated content marketing foundations workshops, equipping 200+ students with skills to initiate and excel in their content marketing projects, achieving a satisfaction rate of 80%
- Executed 6 successful college fairs in 5 major cities in China, engaging 1000+ prospective students and U.S. college ambassadors

## Projects

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<b>Educational Content Specialist &amp; Freelance Writer</b>	2018.01 - Present
Publish blogs to diversify onscreen representations and media's impacts on teens' social-emotional development, drawing 5,000+ views	

<b>We're MediaSmart: A Learning Card Game Promoting Teen Critical Media Consumption</b>	2022.09 - 2022.12
Created low- and high-fidelity prototypes based on extensive user research and usability tests to enhance teen's media literacy skills	
Designed game mechanisms aligned with ADDIE methodology, guiding players to progress from basic recall to creative problem-solving	

<b>Formative Evaluation for PBS LearningMedia's Youth-Facing U.S. History Video Series <i>Why It Matters</i></b>	2023.02 - 2023.05
Utilized thematic analysis to study qualitative data from 1 observation and 1 interview, and Excel for quantitative data from 20 surveys	
Performed a case study to assess the effectiveness of incorporating the video series in history classrooms and developed 5 actionable recommendations, informing future youth-facing civics content to enhance learnability, engagement, and teacher support	

## Skills

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- Tools: Adobe Creative Suite, Final Cut Pro, Microsoft Suite, Google Suite, SPSS Statistics, Miro, Canvas, Confluence, Smartsheet, AirTable
- Instructional Design Methods: ADDIE, Survey & Interview Design, User Persona, Storyboards, Prototypes, Usability Test, Thematic Analysis
- Languages: Mandarin (Native), English (Proficient)