MEAGAN KAWENA ROTHSCHILD, PhD

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LEARNING EXPERIENCE DESIGN EXECUTIVE

Ethical and personable research, design, and strategy leader who utilizes a human-centered design approach to achieve business goals. Skilled at engaging with members of a product or learning ecosystem to generate targeted insights, priorities, and strategies for design, product growth, and advocacy.

Leadership	Prototyping	Product Refinement	Design Iterations / Sprints
UX Research	DEI Advisory	Market Research	Mixed Method Research
Survey Design / Analysis	Project Management	Staff Development	Public Speaking
Storytelling	Report Development	Curriculum Design	Design Fundamentals

➢ *Jump into Reading for Meaning (Cosmos Chaos!): A project designed to create and test efficacy of a hybrid vocabulary instructional program / role-playing game.*
➢ *Project MACBETH: A video game developed to train future intelligence analysts to identify and mitigate biases.*

PROFESSIONAL EXPERIENCE

AGE OF LEARNING, INC. • Glendale, CA • 2016 to 2022

Vice President – Design Research and Consumer Insights

Oversaw methodologies spanning market, exploratory, usability, and validation studies in face-to-face and remote contexts with children, families, and educators. Applied learning sciences and learning engineering approach to product design across cross-functional product development teams. Translated research into business implications for product road mapping and feature prioritization. Conducted competitive analyses outlining design and user experiences. Produced reports for executives and stakeholders incorporating learning sciences, design, and strategy; presented design processes and research outcomes to external audiences in industry and academia.

- *Started and grew the design research department from 2 to11 team members, served organizational research needs with an in-house research team, and managed a departmental budget of $1M+.*
- *Met product strategy and design needs for 9 unique digital products and multiple television, brand growth, and product initiatives to drive engagement metrics, including ABCmouse, Adventure Academy, and My Math Academy.*
- *Expanded learning by conducting biannual in-house professional development sessions on design thinking and design decisions with data.*
- *Recruited to build out various areas of research for the organization, helping grow the department to encompass production across the organization and all product development lines, expanding methodologies to include participatory co-design, onsite and remote research, and qualitative, quantitative, and mixed method research designs.*
- *Built standards and processes for department research rigor while maintaining a quick research cadence for fast-paced production environments.*

PLAY DESIGN LEARN • Petaluma, CA • 2009 - Present

Founder / Principal Learning Scientist

Connect design goals to market needs, lean design research without sacrificing rigor, scale design and research to maximize impact against business goals, and coach and mentor designers and researchers. Design EdTech products, turning learning objectives into experience designs.

- *Taught classes on design fundamentals, design and equity, game and narrative design, prototyping, and role of design in everyday life.*
- *Mentored and trained junior researchers to connect best practice methods to target specific business objectives and product development needs.*
- *Applied mixed method research practices to informal and formal learning spaces.*

WIDA / UW-MADISON • Madison, WI • **2013 to 2016**

Associate Researcher

Designed early prototypes and conducted research studies surrounding early childhood language development, instructional support, playful assessment, and culturally responsive pedagogies. Provided a preview into what children can do with language to make decisions about early care instruction and programming.

- *Facilitated human-centered design workshops, guiding program strategies and product and professional development for PK-12 educators.*

- *Secured funding by participating in grant writing processes and serving as the co-PI on research projects.*

- *Created technology implementation framework for classroom use, designing approaches for supporting learner variability in language development.*

- *Developed a NGSS-aligned Citizen Science content map generated from an analysis of game-level structures and dialogue.*

MICROSOFT RESEARCH • Redmond, WA • **2012**

Research Intern

Conducted joint research studies between Microsoft Studios and Sesame Workshop on bi-directional television use with early learners. Analyzed and reported on a Microsoft Research study on gender and play in Computer Science.

PREL • Honolulu, HI • **2004 to 2009**

Lead Instructional Designer

Aligned knowledge of academic subject matter experts with product design and development, ensuring interaction design and instructional objectives reinforced each other within a single system of activities, mechanics, and goals.

- *Created and implemented a substance abuse / violence prevention curriculum for 4th to 6th grade native Hawaiian students.*

- *Bridged content and game design for USDOE Star Schools grant with writing, instructional design leadership, and level design management with third-party designers.*

- *Collaborated with external evaluators on formative and summative research studies.*

Prior Experience:

High School Teacher, Tech Coordinator, and CTE Program Leader, J.B. Castle High School, Hawaii DOE

EDUCATION AND PROFESSIONAL DEVELOPMENT

PhD in Curriculum and Instruction, Emphasis in Digital Media and Learning, University of Wisconsin – Madison
MEd in Educational Technology, University of Hawaii – Manoa
BA in Hawaiian Language, University of Hawaii – Manoa
Teaching Certificate in Special Education, University of Phoenix

TECHNICAL SKILLS

Confluence, JIRA, Trello, EnjoyHQ, Miro, Qualtrics, User Zoom, Zoom, Dedoose, Transana, Microsoft Office Suite

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DESIGN PHILOSOPHY:

"Meaningful design is more than a process or set of methods. It is a philosophy and a culture."

"Meaningful design is grounded in empathy, beginning with the needs and perspectives of the people being designed for."

"Meaningful design promotes meaningful interactions, which sit at the core of well-designed environments for teaching and learning."

"When we engage in what we are naturally suited to do, our work takes on the quality of play, and it is play that stimulates creativity."

– Linda Naiman