

Anne K Goodfriend

AnneKGoodfriend.com
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Professional Experience

BloomTech

Senior Manager, Program Design

July 2022 - present

Led the transition into a flexible curriculum model and helped launch CareerFlow; Produced hundreds of pieces of educational content; Led a team of 4 designers; Actively contributed to company-wide strategy, executing on OKRs; Served as the point person for communication in cross-functional teams; Developed and maintained content design standards; Optimized training materials; Fostered collaboration within the instruction design team while managing competing priorities with consistency and transparency.

Program Design Lead

Nov 2021 - July 2022

Led the design and implementation of strategic curricular improvements focused on learner UX; developed and oversaw cross-functional processes; facilitated collaboration while removing roadblocks; mobilized resources and managed multiple key stakeholders to ensure delivery of critical assets according to organizational timelines and priorities.

NYC FIRST

Program Manager, Education & Technology

Aug 2020 - Oct 2021

Planned and executed STEM programming for New York City youth; overseeing and evaluating large scale programs; partnering with institutions such as Cornell, DOE, and NY Libraries.

Program Manager, STEM Center

Aug 2017 – Aug 2020

Provided technical expertise to establish successful design, content, and materials for all programming offered at the NYC FIRST STEM Center; Oversaw all programs while managing community partnerships, facilities, and operations.

Education

New York University
Tisch School of the Arts
2017 Master's ITP

New School University
Eugene Lang College
2009 Bachelor's Media Studies

Awards & Honors

Semi Finalist

NYU Stern Entrepreneurs Challenge
April 2018

Magic Grant Recipient

Columbia Journalism School
July 2017 – July 2019

Digital Media Storytelling Fellow

A+E Networks & NYC Media Lab
Jan 2017 – Apr 2017

Skills

Leadership
Strategic Planning
Organizational Development
Performance Management
Product Management
Program Management
Design Management
Content Management
Project Management
Cross-Functional Management
User Experience Design
User-Centered Design
Interaction Design
Problem-Solving