

Tonya-Marie Locke Howe

*Instructional Designer with Deep Knowledge of Higher Education &
Exceptional Data Storytelling Skills*

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EDUCATION

MPS, Data Analytics and Visualization
MARYLAND INSTITUTE, COLLEGE OF ART, BALTIMORE MD
Thesis project longlisted for Information Is Beautiful awards 2022.

PHD, Literature and Languages
UNIVERSITY OF MICHIGAN, ANN ARBOR MI
Winner, Michael Erik Myatt Dissertation Award in Disability Studies.

BA, English and Philosophy
JAMES MADISON UNIVERSITY, HARRISONBURG VA
Graduated Summa Cum Laude with Distinction.

CERTIFICATIONS & PROJECTS

- Google Project Management Certification, Coursera (2024)
- Quality Matters Certification (2019)
- Social and Behavioral Research CITI Certification (2022)
- London School of Economics Online Certificate, R for Text Analysis (2023)
- [Literature in Context: An Open Anthology](#) (XML, XSLT, XQL, CSS, HTML, GitHub, AWS, eXist-DB)
- [Portfolio of Data Analysis & Visualization, Instruction and Curriculum Design, Writing](#) (Tableau, R Studio, Adobe, ArcGIS Online, Figma, writing for multiple genres/audiences)

EXPERIENCE

INSTRUCTIONAL DESIGNER & TECHNOLOGIST, *George Mason University* (May 2023-present)

- Engaged as project manager with 25+ SMEs to assess, adapt, and create educational modules for graduate programs and undergraduate courses in online asynchronous, face-to-face, and blended delivery methods. Developed and maintained Canvas templates and assets to structure course design for a variety of course types and timelines. Redesigned student success courses for struggling students, from probation to dismissal, and deployed materials using adaptive release to minimize administrative intervention. Employed generative AI to accelerate workflow as appropriate. Worked within branding and copyright guidelines in all activities.
- Regularly provided context-specific, one-on-one assistance with instructional design problems and educational technology for the entire Costello College by keeping up-to-date on research and industry trends. Prepared 50+ documentation objects in print and video to address frequent problems. Stored documentation in SharePoint library of instructional resources, as well as [public-facing YouTube channel](#) to reach a wider audience. Developed and maintained structure for SharePoint site, visits to which increased by 86% since employment; wrote and posted news twice per term. Provided formative peer-review of faculty teaching; served as SME for new PhD students embarking on a teaching career.
- Facilitated campus-wide transition from Bb to Canvas LMS for the Costello College, providing individual and group training. Collaborated to redesign adjunct faculty orientation and teacher-training materials, deployed in-person twice annually. Imagined and developed substantial in-house SCORM trainings for HyFlex teaching and part-time faculty entering academia from a professional background.
- Cleaned, analyzed, and visualized all MBA program grading data to assist with hiring and evaluation; all college-wide Student Evaluation of Teaching data to assist with program-level evaluation as well as individual faculty promotion packages; and a decade of enrollment data, liaising with upper administrative level to identify goals and use cases, and to refine the visualizations. Collaborated with cross-institutional departments to develop workflow and analysis of campus-wide Canvas usage data to understand student/faculty habits and quantitatively identify best practices in course design, with an eye toward publication.
- Created [public-facing program overview videos](#) for 6 graduate programs, working with Program Directors to write and refine voiceover scripts. Collaborated with marketing and higher administration to ensure videos fit within strategic goals and visual parameters.

CONSULTANT, *XML Database and Content Specialist* (May 2023-June 2026)

- Collaborated with subject-matter faculty and librarians to develop XML database content for a grant-funded open education project using GitHub and oXygen-XML. Refined XML schema to accommodate new content types and functionality. Tested and troubleshooted web-based application using GitHub to add and monitor issues in concert with web developer. Developed and maintained user documentation. Managed content stored on AWS.
- Disseminated project findings at 3 international conferences. Designed and delivered a three-institution hybrid XML edit-a-thon. Collaborated to author multiple publications related to TEI-based XML, Open Education, and Digital Humanities.
- Tracked (with Google Analytics), analyzed, and visualized traffic data to aid in project development, using live Tableau connections.

EDUCATOR & SCHOLAR, *Marymount University* (2006-May 2023)

- Delivered \$6m+ in instructional services, spanning instructional modes and levels. Prepared course materials and provided written feedback for 2,000+ students. Adapted course materials regularly to keep content current. Received average evaluation rating of 4.2 out of 5, with average course grade of 81 out of 100. Earned the 2019 Virginia Foundation for Independent College's Excellence in Instructional Technology award.
- Gained special expertise in instructional technology, leading 20 internal and 4 external hands-on workshops for faculty stakeholders and serving as SME for executive-level choices on institutional educational technology.
- Advised 150+ students from varied disciplines in course selection and guided them graduation.
- Surveyed the historical field, interpreted data, and from this research wrote and published 15 essays, journal articles, and encyclopedia

entries. Presented new knowledge at 21 national/international and 12 regional professional conferences.

- Conceptualized and designed 6 new courses and collaborated to assess and maintain quality of curriculum.
- Designed and developed a web OER application based on XML data to provide content and learning experiences for students and teachers. Refined XML database in collaboration with other researchers and liaised with software developer to create a robust web application providing a scalable solution to problems in student information literacy and faculty curriculum development. Secured over \$400k of external project grant funding at the federal and state level by collaborating to write multi-layered proposals. Mentored 7 student research assistants working with database application and content.
- Served as SME in drama and provided instruction to 200+ students at Institute Supérieur des Langues de Gabès, Tunisia, during an invited week-long visit.

DIGITAL HUMANITIES SECTION EDITOR, [*ABO: An Interactive Journal for Women in the Arts, 1640-1830*](#) (2017-2021)

- Employed domain knowledge to identify and solicit pitches for manuscripts appropriate to the mission of our journal. Guided 9 accepted essays through the peer review, revision, and editorial processes to publication using BePress.
- Collaborated with editorial board to envision and implement the journal's direction. Authored editorials for 2 special topics.
- Participated in conceptualizing and successfully launching a pandemic writing support group of 80+ online participants for women, BIPOC, and early-career scholars.

DEPARTMENT CHAIR, *Department of Literature & Languages, Marymount University* (2018-2021)

- Directed strategic leadership and administrated operational management at the department level, leading a team of 19 faculty to deliver transformative education and scheduling/staffing 90+ classes per year in English Literature, Secondary Education Licensure, Writing, Media and Performance Studies. Coordinated with Graduate Program Director to staff masters-level courses in coordination with undergraduate curriculum.
- Liaised regularly with Dean to manage a \$1.4m departmental budget and set goals for strategic program developments.
- Inaugurated departmental vision organized around storytelling and implemented marketing and curriculum strategies to support that vision. Responded to market needs and changes in higher education landscape by creating and successfully launching a new interdisciplinary degree program in Digital Writing and Narrative Design.
- Prioritized faculty research and grant-seeking activities, supporting applications with personalized recommendation letters and budgeting for professional development. Hired and mentored new part-time faculty. Evaluated annual self-assessment of full-time faculty, monitored student evaluations, and handled student complaints, escalating as necessary. Hired, supervised, and evaluated federal work-study students.
- Led monthly department meetings to conduct day-to-day program business. Managed catalog and official website updates annually. Supervised completion of academic degree requirements for students and evaluated transfer equivalencies.
- Employed project management skills to develop and systematize outreach habits for enrollment and profile-building, manage alumni contact lists, create and deepen partnerships with 3 regional non-profit and educational organizations.
- Gathered and organized quantitative and qualitative learning outcomes data, and synthesized data into annual assessment reports. Directed curriculum developments in data-driven ways. Coordinated 5-year external program review, delegating assessment areas and consolidating recommendations into a 5-year improvement plan.
- Created multiple social media accounts integrated via Hootsuite and authored almost all print and digital messaging at the department and program levels. Mentored student assistants using basic UX and style guides to produce social media content for our brand.
- Designed print and digital promotional materials for over 35 departmental and program events. Set up, maintained, and contributed to department newsletter and student work repository using WordPress. Collected and consolidated departmental archives and outreach materials. Maintained department and program websites using Kentico and WordPress CMS platforms, working to style guide.

WEB AND PUBLICATIONS EDITOR, INSTITUTIONAL DELEGATE, [*Virginia Humanities Conference*](#) (2013-2021) | PRESIDENT, *Virginia Humanities Conference* (2014-2015) | Responsibilities and accomplishments upon request

TECHNOLOGICAL SKILLS

Multiple CMSs/LMSs, including Canvas, WordPress | Adobe Creative Suite | Audio & video editing | Social media management | Basic Workday, Salesforce | Project management tools, including Monday, Trello | Figma, XML, SGML, HTML5, CSS, oXygen, Gephi, basic Python, pretty good R | GitHub, AWS (storage & access) | Universal design & open licensing, WCAG 2.1 | Articulate 360, Camtasia, Adobe Captivate | Tableau, PowerBI, Google Analytics | Research management tools, including Zotero, RefWorks | H5P, Harmonize, Hypothesis, Perusall, Kaltura, Leganto, and many more ed-tech tools

HUMAN SKILLS

Agile thinker | Able to learn new technology quickly | Exceptional written & oral communication | Understand the structures higher education, including curriculum development, scheduling, advising, budget management, assessment, FERPA, Title IX, Intellectual Property, IRB | Excel at : telling clear visual stories with data : conducting qualitative research & analysis : summarizing complex material for multiple audiences

MISCELLANEOUS

Co-producer and dramaturg, *How to Give Birth to a Rabbit: The Musical* (DC Capital Fringe Festival, 2016) | Producer, *This Strange Olio*, radio show (WCBN FM Ann Arbor) | Cat lover, reader, accomplished wheel-thrown potter, aspiring gardener