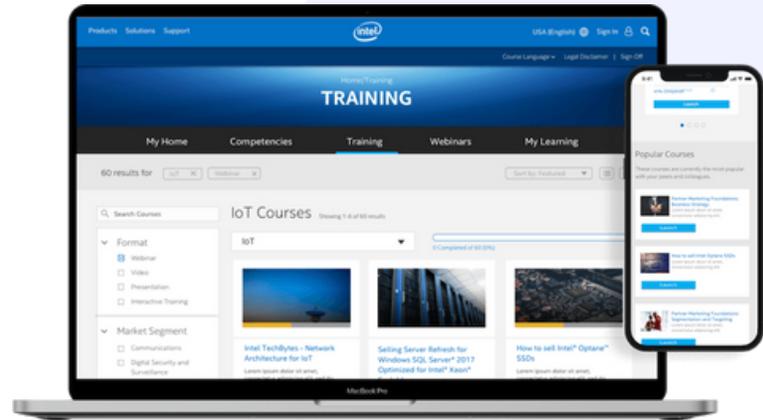




Crowd Wisdom LMS Case Study

How our UX Partnership with the Crowd Wisdom LMS team has led to dozens of successful online education products for professional associations and Fortune 500s.



The Goal

Ten years ago, the founder of Crowd Wisdom LMS came to us looking for UX/UI design and product strategy support for their core product team, as well as clients looking to launch new education products using the highly customizable LMS platform.

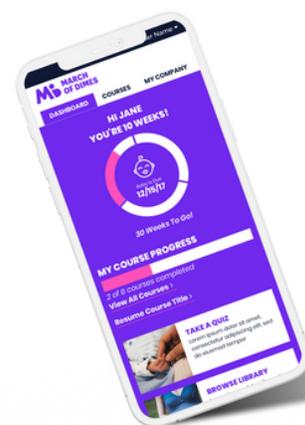
The Results

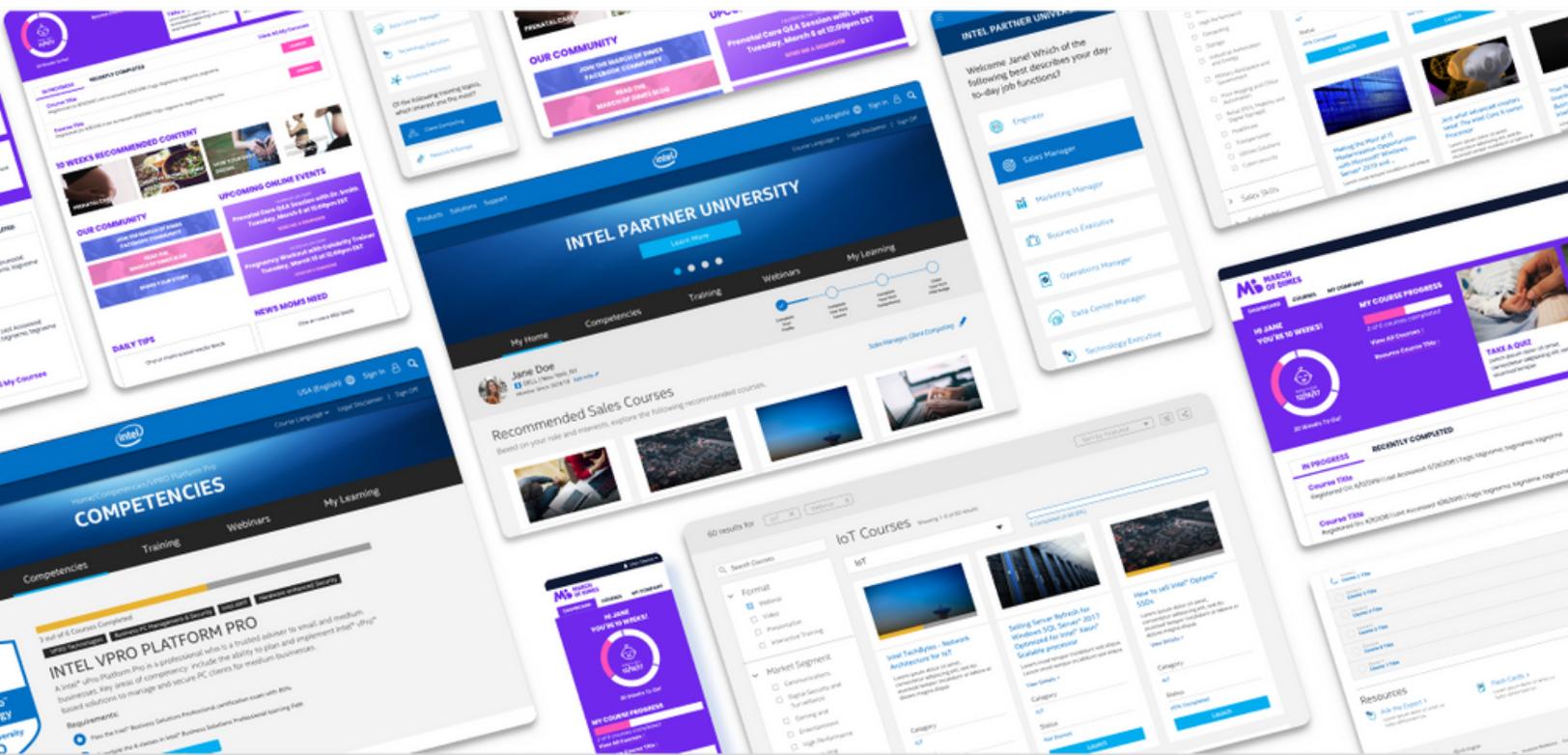
We've partnered with the CrowdWisdom LMS team on dozens of client engagements, launching new educational products and online learning experiences for professional associations and Fortune 500s, including Intel, 3M, American College of Cardiology, March of Dimes, and more. Over the years our UX and product strategy work has also shaped new LMS features and templates, such as CrowdWisdom's quiz engine product offering.

“Erin is a go-to expert and super talent on UX. Her artistry is balanced with a great sense of business, so she doesn't bring a one-sided perspective. She's extremely valuable in speculative, R&D-type work and she works great with very little input. Her ideas and approach have been invaluable to me - and she's been successful in multiple projects with my teams - not just one

TAMER A.

Founder, Crowd Wisdom LMS and Authentic Learning Labs





How We Did It

- Created proof of concept design mockups and prototypes for new education products to support business development
- Worked with Crowd Wisdom leadership team to ideate on new templates and LMS features to meet customer needs
- Led UX design workshops for clients to foster their education product vision and gain alignment on what to build
- Create all UX/UI design user flow diagrams, wireframes, high fidelity mockups to support custom education product experiences for clients
- Collaborated with the development team, instructional designers, and client stakeholders to ensure successful education product launches

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