
CHRIS ST. CYR

114 Jordan Blvd
Delmar, NY 12054
617.233.6740
write@chrisstcyr.com
www.chrisstcyr.com

Resumé

Profile

Learning Experience Designer with deep expertise in curriculum architecture, visual communication, and program leadership across education and digital platforms.

Professional Experience

CREATIVE DIRECTOR & DESIGNER

2COMMUNIQUE, Albany, NY, September 2003 – present

- Lead multi-channel communication and experience strategy for education and nonprofit clients, delivering award-recognized work that strengthens engagement, usability, and audience impact across print and digital platforms.
- Direct end-to-end user experience processes including discovery, content audits, information architecture, prototyping, and interface design to reduce complexity, clarify messaging, and increase adoption.
- Build scalable design systems and visual frameworks that increase production efficiency, ensure cross-platform consistency, and support long-term brand governance.
- Partner with executive and cross-functional stakeholders to translate organizational objectives into strategic roadmaps aligned with growth, visibility, and performance goals.

Learning & Program Experience

MULTI-INSTITUTION FACULTY & PROGRAM LEADERSHIP

September 2003 – present

Across seven institutions including Bridgewater State University; Delaware College of Art & Design; Quinnipiac University; The College of Saint Rose; Russell Sage College; Ringling College of Art & Design; University of Denver:

- Architected and scaled multi-course learning systems serving 60+ learners annually, aligning UX and digital product competencies to increase consistency, relevance, and career readiness.
- Led curriculum transformation initiatives across three institutions, aligning objectives, assessment frameworks, and industry standards to eliminate redundancy, improve efficiency, and strengthen measurable outcomes.
- Designed performance-driven learning pathways informed by user experience methodologies, discovery, prototyping, rapid iteration, and feedback loops to reduce friction and strengthen applied skill transfer.
- Directed program-level strategy, faculty alignment, and operational planning to support enrollment stability, program sustainability, and long-term growth.
- Partnered with institutional leadership to align learning initiatives with recruitment, retention, and visibility goals, contributing to improved program positioning and enrollment performance.

Education

MASTER OF FINE ARTS

Massachusetts College of Art & Design, Boston, MA

BACHELOR OF FINE ARTS

University of Connecticut, Storrs, CT

ASSOCIATE IN APPLIED SCIENCE

Chamberlayne School of Design & Merchandising
at Mount Ida College, Newton, MA

Community Service

Podcast Host & Producer, Design Futures

Created and hosted a career-focused podcast sharing post-graduation learning journeys and elevating diverse voices in the design profession.

Professional Service & Leadership (AIGA, UCDA)

Served in education and leadership roles; organized programming, supported student and professional development, and advanced design education initiatives.

Conference Speaker & Facilitator

Presented at national design and education conferences, sharing best practices in learning design, user experience, and visual communication.

Recognition includes work acknowledged by AIGA, CASE, UCDA, and the American Advertising Federation.

Tools

Learning Design

Instructure Canvas, Blackboard Ultra, Adobe Captivate, Populi

Experience & Prototyping

Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects), Midjourney

Content & Delivery

WordPress, Simplecast, Keynote, Mailchimp, PowerPoint

Collaboration & Productivity

Google Workspace, Microsoft 365, Basecamp, Zoom, ChatGPT, Claude

Processes

Curriculum & Instructional Design

Learning Objectives & Competency Mapping, Curriculum Architecture, Instructional Sequencing, Assessment Design, Feedback & Iteration Systems

Experience Design

Information Architecture, User Flow Diagramming, Wireframing, Paper Prototyping, User Testing, Responsive Design, Hi-Fidelity Interactive Prototyping

Research & Strategy

Audience Research, Content Audits, Competitive Analysis, Feature Definition, Focus Group Coordination

Visual Systems

Design Systems Development, Visual Identity & Brand Systems, GUI Design, Motion & Transition Design

Affiliations

AIGA, American Advertising Federation, Interaction Design Foundation, University & College Designers Association
