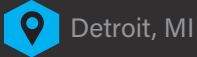




# BRITAIN WILLCOCK

Visual Storyteller & Communication Strategist



Detroit, MI



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## Hello! My name is **Britain** and I am...

a skilled storyteller and visual communicator fascinated by the intersection of information, human cognition, and empathy. Passionate about building connections and finding the underlying story with a proven ability to collaborate, ideate, and design.



### EDUCATION

**M.S. Information Design & Strategy  
in Communication with Data**  
*Northwestern University - 4.0*

**M.F.A. Acting**  
*Regent University*

**B.A. Theater**  
*Spring Arbor University*



### PROGRAMS

**PowerPoint**



**Storyline 360**



**Illustrator**



**InDesign**



**Excel**



**Miro / Mural**



**Figma**



**Premiere**



### WORK EXPERIENCE

**05.2021 - Present**

**L&D Manager - Sr. Instructional Designer**  
*MGM Resorts International*

- Completely redesigned New Hire Orientation into an engaging 2-day instructor led program titled "SHOWTIME." It is the highest rated learning program in MGM history and was voted "Best thing to come out of HR in 2022" by Executives and Property Presidents.
- Successfully designed and implemented rollout of multi-tiered training solution to introduce new company values. Designed as conversations around the theme "Culture is in the Moments," deliverables included a presentation, facilitation guide, and custom made journal with thought prompts.
- Delivered multiple E-Learning solutions that exceeded stakeholder expectations by utilizing multimedia, engaging interactions, gamification, and scenario based learning.
- Managed the unification of ID team by leading two direct reports, created standard processes, implemented individual development plans, established regular practice of up-skilling, and shaping team mindset of "Be Undeniable." IDs have received "exceeds expectations" in all reviews.
- Designed materials for the successful Bellagio re-brand launch ("This is the life") and SHOW service training. Worked with SMEs and Marketing teams to ensure through-line story. Post rollout NPS scores increased by over 10 points.



## SKILLS

- Visual Communication
- Presentation Design
- Public Speaking
- User Research
- Collaboration
- Infographics
- Coaching
- Ideation



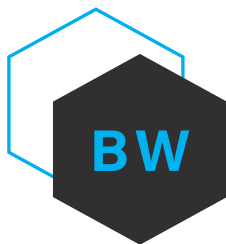
## TALKS

**LightFair (2023)**  
International lighting conference

- "Shaping Information for How We're Wired"
- "Visual Storytelling in Effective Presentations"

**Northwestern University (2022)**  
School of Professional Studies

- "Intentional Design Model for Digital Communications"



## WORK EXPERIENCE (cont.)

01.2012- 08.2020

### Actor | Director | Fight Choreographer

*Independent Contractor*

- Collaborated with numerous creative teams across the country as an actor, director, and fight choreographer. Duties included development of character/play/fights, line memorization, production meetings, creative problem solving, and working with diverse groups under various conditions.
- Notable productions include: world premieres of *Frankenstein* at Lookingglass Theatre and *Ever in the Glades* at the Kennedy Center.

2016 / 2020

### Adjunct Professor

*Northwestern University / College of Lake County*

- Designed courses using a variety of teaching methodologies, coached students, taught courses in theater and communications, and worked to create an inclusive environment for all students.

05.2013 - 06.2018

### Assistant Coordinator

*Virginia Beach Bash*

- Duties included marketing, content creation, overall logistics, space organization, hiring staff, contact point for staff and participants, taught classes, and lead operations. All five years under my coordination ended in the black.

08.2013 - 06.2018

### Scenic Carpenter

*Northwestern University*

- Built set pieces according to technical drawings. Duties included tool safety, carpentry, metal working (shaping, cutting, and welding), computer drafting using AutoCAD, instructing and leading student workers on builds, meeting strict deadlines, research and development, and creative thinking to solve production unique requirements.

**Thank you!**

I appreciate your time and consideration.