

Aviva Rose-Avila*Instructional Design & Technology Lead*

Aviva Rose-Avila leads higherL's instructional design for technology enabled learning. She recently became a full time employee of higherL after several years of exceptional performance as a consultant with the company.

Rose-Avila has seven years of experience with technology enabled learning intertwined with the study of behavioral psychology. She is able to develop creative outlines that transform raw content into engaging online learning environments and are characterized by expertly written content and innovative instructional design.

Prior to working with higherL, Rose-Avila led the marketing team at Geoscape, a Goldman Sachs Investment holding company, that provides strategy, market intelligence systems and data to corporations seeking growth by capitalizing on opportunities in Hispanic/multicultural consumer and business segments. While at Geoscape she led the development, design and implementation of the GIS orientation course. The course had a direct impact on customer retention and increased product use.

Graduating with honors, Rose-Avila received her bachelor's degree in Business Administration with a focus on marketing from Florida International University. Her minor was in behavioral psychology.