

La Shonté A. Mayfield

Digital Learning, Storytelling, & HR
Technology Experience Leader



Hi, I am La Shonté

I build learning experiences that hit different.

Think intranets with personality, onboarding that actually makes people feel seen, and content that teaches, inspires, and connects. I mix digital learning, storytelling, visuals, and tech to create moments people remember — not just modules they complete.

Collaboration, clarity, and creativity are my superpowers, and I bring them into every project, every partnership, every story.

CONTACT ME

- +1.313.573.4677
- Michigan, USA
- lashonte@gmail.com
- www.lashontemayfield.com
- linkedin.com/in/lamayfield

CHAPTERS OF MY CAREER

2023 - 2025 Manager, Digital Learning & Storytelling | AG1

At AG1, the role blended creativity, culture, and learning into a unified storytelling engine. The work centered on shaping how AG1's story was told—visually, digitally, and emotionally—to employees around the world. Immersive learning experiences were developed, the intranet was elevated into a strategic communication hub, and clarity, connection, and culture were brought to life through narrative design. New Hire Onboarding was reimagined as a story-driven journey that aligned new team members to AG1's mission and values. This work was honored at the highest level with me being recognized as "Best of the Best" for embodying the cultural value of Amazing Humans.

2018 - 2023 Senior HR Specialist - Instructional Design | VMLY&R

At VMLY&R, the role served as a bridge between people, process, and performance. Learning frameworks were rebuilt across key systems—Payroll, Recruiting, ATS, and Performance Management—while soft-skill content was developed to strengthen leadership, emotional intelligence, DE&I, and conflict management. The North America LMS was led and shaped to support how 3,000+ employees learned, developed, and navigated their careers. The work brought together technology, human behavior, onboarding and organizational development, enabling teams to learn smarter, faster, and with greater meaning.

2017 - 2018 Instructional Design Consultant | RGP

As a consultant, the work demanded fluency in complexity. Learning strategies were crafted for ERP and CRM transformations, orientation programs were built from the ground up, and digital training modules were developed to support large-scale change. Collaboration with cross-functional teams helped shape long-term learning strategies that simplified the complicated and empowered employees through clear, concise digital learning. Client partnerships spanned multiple industries, including Insurance, Automotive Technology, and Financial Services.

THE CRAFT: TALENTS

- Instructional Design
- eLearning Design
- Classroom / Virtual Facilitation
- Intranet Management
- Graphic Design
- Storytelling
(Voice/Visual/Written)
- Content Creation
- Video / Audio Production
- Talent Development
- LXP Management
- CRM
- HR Operations

THE CREATION: TOOLS

- Adobe CC
- Canva
- Articulate
- Camtasia
- Docebo
- Simpplr
- Techsmith
- ChatGPT
- Midjourney
- DiSC®
- ADDIE
- Kirkpatrick
- Bloom's Taxonomy
- Successive Approximation Model

MEMBERSHIPS

- Center for Positive Organizations, Ross School of Business at University of Michigan
- Association for Talent Development
- Toastmasters International
- The Learning Guild
- BDPA, Detroit Chapter

2015 - 2017

Instructional Designer | Plex

I translated new product launches into actionable learning experiences. Whether building HCM micro-learning, shaping the Education Services brand, or hosting internal webinars, I helped employees and clients understand not just what products do — but why they matter.

2013 - 2015

Manager, Learning & Development | Stefanini IT Solutions

Years at Stefanini built the foundation of L&D leadership. Teams were led, budgets managed, and the organization's first LMS was launched to modernize learning. Microsoft Office curricula were developed, PeopleSoft training delivered, and digital transformation supported through technology-focused education. Project teams were guided, processes optimized, and learning ecosystems created that helped a full school district evolve. I earned multiple Best Practices Awards and helped architect a new era of training and development.

THE FOUNDATION

Spanning over a decade, before becoming a digital learning and storytelling leader, I built a foundation rooted in communication, intranet management, technical enablement, product design, and client-facing problem-solving. My earlier roles at Compuware — including Strategic Services Communication Specialist, Intranet Community Manager, L&D Specialist, and Software Support Analyst — taught me how to design for clarity, create content that informs and inspires, translate complexity for diverse audiences, and support enterprise-level software solutions.

Even earlier roles at KUKA Systems, PGK Services, James Tanury Associates, and Megatech Engineering strengthened my capabilities in technical communication, CAD design, data management, process improvement, and cross-functional collaboration. These experiences shaped my ability to connect technology, people, and design — the groundwork for the human-centered Digital Learning, Storytelling, and HR Technology Experience Leader I am today.

LEARNING THAT SHAPED MY CRAFT

Instructional Design Foundations and Applications

University of Illinois at Urbana-Champaign / Certification

Learning Technologies Foundations and Applications

University of Illinois at Urbana-Champaign / Certification

e-Learning Ecologies

University of Illinois at Urbana-Champaign / Certification

Designing the Organization

University of Illinois at Urbana-Champaign / Certification

Managing the Organization

University of Illinois at Urbana-Champaign / Certification

Everything DiSC Workplace

Wiley / Certification