

Shannon Bishop

Creating Impactful Digital Learning Experiences for Curious Young Minds

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Education

Masters, Educational Technology,
Johns Hopkins University

Bachelor of Arts, Digital Media,
Loyola University

Skills

- Interactive Educational Media Development
- Content Strategy Development
- Curriculum Alignment
- Cross-Platform Content Creation
- User-Centered Design
- Accessibility Implementation
- Team Leadership & Mentorship
- Cross-Functional Collaboration
- Performance Analysis
- Research Integration
- Collaborative Partnerships

Publications

Contributing Author, *Getting Ready to Learn* (2018)

Contributing Author, *Handbook of Personalized Learning* (2025)



11 Webby Awards



9 Kidscreen Awards



PBS KIDS

DIRECTOR OF CONTENT 2011 - PRESENT

Award-winning, published children's media executive with 10+ years of experience developing content strategy, producing digital games, and driving user research for audiences ages 2–8.

Educational Game & App Strategy

- Leads strategic and creative development for a portfolio of top-performing PBS KIDS educational games, apps, and digital experiences for children ages 2–8.
- Ensures all content meets the highest standards of educational value and design quality, aligning with PBS KIDS' cross-platform strategy, learning framework, and promotional goals.
- Portfolio includes the following properties with over 500,000,000 gameplays
 - The Cat in the Hat Knows A Lot About That!
 - Wild Kratts
 - Super Why!
 - Carl the Collector
 - Pinkalicious & Peterrific
 - Dinosaur Train
 - Nature Cat
 - Xavier Riddle & the Secret Museum
 - City Island
 - Rosie's Rules
 - Alma's Way
 - Ready Jet Go!
- Works closely with fellow content team members on script reviews, character development, and series strategy to support the creative and educational direction on new and existing kids series.
- Oversees content curation & promotion across pbskids.org and the PBS KIDS Games App, aligning with marketing & communications promotions strategy, user research & analytics

Play Testing & User Research

- Created the PBS KIDS Play Testing Program that engages 1,000+ families from rural, suburban, and urban communities across the U.S.
- Leads testing sessions with children and parents including neurodivergent families.
- Presents key findings to inform product development and PBS KIDS best practices around play patterns, game mechanics & user interfaces

Innovation & Partnerships

- Leads strategic experimentation and partnerships involving new platforms and tech including kids wearables and adaptive learning games
- Led new digital game and video series development which focused on how characters and narratives can support engagement and learning across both video and gaming platforms.



Cardio Dance Instructor

2012 - PRESENT

- Leads high-energy classes for clientele ranging from kids to seniors
- Develops choreography that's fun, safe, and adaptable to all levels.
- Certified in Zumba, CPR, AFAA Group Fitness Instruction