

Senior Instructional Designer

Highly skilled and experienced Senior Instructional Designer with a proven track record of designing and developing impactful blended training curriculums including engaging eLearning programs and interactive instructor-led courses that drive employee knowledge retention and performance improvement.

SKILLS & COMPETENCIES

- Advanced knowledge of instructional design methodologies
- Proficiency in eLearning development software including Articulate Storyline and Adobe Captivate
- Ability to design and develop comprehensive eLearning programs
- Skill in creating interactive simulations and games for learning
- Experience in implementing course evaluation and assessment systems
- Ability to analyze training needs and develop blended learning solutions
- Ability to make recommendations for course improvements
- Knowledge of best practices in instructional design
- Ability to manage multiple projects and timelines simultaneously
- Strong collaboration skills to work with subject matter experts
- Strong knowledge of and ability to design content based on learning theories (constructivism, cognitivism, etc.
- Experience designing large-scale onboarding programs
- Skilled at reducing training time and costs
- Ability to increase learner engagement and knowledge retention
- Experience in improving employee performance and self-sufficiency
- Skills in increasing learner satisfaction and participation
- Ability to improve time to proficiency and employee retention.
- Expertise in developing engaging instructor-led training sessions
- Exceptional project management skills
- Ability to develop and maintain a library of job aids and learning resources
- Experience in monitoring and evaluating course effectiveness
- Ability to develop and deliver train-the-trainer (T3) to ensure trainer content knowledge and facilitation skills
- Experience using AI (Writer, ChatGPT) to shorten development time.

PROFESSIONAL EXPERIENCE

Sr. Instructional Designer	SoFi	Mar 2021 – Present
• Re-designed existing customer service curriculum into a performance-based blended curriculum including role-based scenarios, role plays, teach-backs, gamification, and skills testing. • Created a 2-part skills test that required learners to effectively demonstrate ability to use tools and perform tasks. • Created soft skills course that increased NPS scores by an average of 20 pts and decreased AHT by an average of 10 secs. • Design and deliver e-Learning for new product introductions, quarterly upskill ILT courses, huddle guides, etc. • Mentor junior IDs as needed.		
Sr. Instructional Designer/Content Developer	Contractor	Jan 2020 – Mar 2021

- **Infopro/Nike** — Designed and developed a Masterclass program to advance Nike’s digital transformation goals that included a 6-part video series on Design Thinking, including: writing scripts, preparing speakers, and film producer.
- **Syniverse**— Converted existing ILT into VILT creating facilitator and participant guides Also, curated knowledge base of Virtual ILT best practices to enhance learner engagement during virtual sessions.
- **TEKsystems/ Intuit**—Developed a variety of courses and job aids supporting sales enablement, new employee onboarding, and HR topics.

Learning Experience Designer**Ellucian**

Jan 2019 – Jan 2020

- Provided instructional design, eLearning development, and leadership skills to support sales enablement and client training.
- Maintained project plans, created customer engagement analysis methods, and managed project resources.
- Designed and developed internal Accessibility 508 Compliance training program.
- Consulted and negotiated with various levels of management and stakeholders to determine training priorities and needs.

Global Instructional Designer**Nielsen**

Dec 2016 – Jan 2019

- Developed and delivered learning solutions to educate the company's global workforce and drive organizational performance.
- Developed and established a new SME interaction process to communicate with offshore SMEs.
- Created SOP to fulfill end-to-end training requests.
- Created development spreadsheet to help generate estimated development timeline based on each phase of the project.

Instructional Designer**Charter Communications**

Jul 2015 – Dec 2016

- Designed and developed blended onboarding curriculum for frontline customer service agents.
- Designed and developed new product releases.
- Conducted T3s to train new content releases.

TECHNICAL SKILLS

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| • Adobe CC | • ChatGPT |
| • Premier Pro | • Google Suite |
| • Audition | • Microsoft Office Suite |
| • Captivate | • Visio |
| • InDesign | • Adobe Connect |
| • Audacity, | • Zoom |
| • Articulate 360 | • BlueJeans |
| • SnagIt | • Slack |
| • Camtasia | • Teams |
| • Writer AI | |

EDUCATION

Bachelor of Science, Politics, Shepherd University, Shepherdstown, WV