

Versatile and innovative professional with extensive instructional design experience within highly competitive markets. Analytical professional skilled in successfully designing customized materials and programs that enhance organizational initiatives and deliver significant returns. Collaborative communicator focused on building relationships and promoting synergy across business lines. Proven track record of leading complex projects from inception through completion.

Areas of Expertise include:

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|----------------------------------|-----------------------------------|----------------------|
| ✓ Needs Analysis | ✓ Adult Learning Theory | ✓ Project Management |
| ✓ Web Authoring Programs | ✓ Relationship Building | ✓ Evaluation Tools |
| ✓ eLearning Design & Development | ✓ Personnel Training & Leadership | ✓ ADDIE |

EXPERIENCE & NOTABLE CONTRIBUTIONS**LINKEDIN • Mountain View, CA • 2016 to present****INSTRUCTIONAL DESIGNER**

(Contract/Remote) As part of the Global Learning & Certification Team I design and develop technical and non-technical training resources for internal/external audiences (ILTs, online courses, blended learning.) For existing resources I assess the effectiveness and relevance of the content, make recommendations and re-develop the material as needed.

KEY ACCOMPLISHMENT:

- Identified and recommended key improvements to existing materials which were implemented in re-development.

SONY PLAYSTATION • San Diego, CA • 2012 to 2016**INSTRUCTIONAL DESIGNER**

Designed comprehensive technical and soft-skill instructional programs and materials from inception to evaluation. Utilized web-based and instructor led training to craft custom processes that enable ideal learning and retention. Produced a monthly global e-Newsletter to increase interdepartmental communication. Led the successful training of a summer intern who was hired full-time.

KEY ACCOMPLISHMENTS:

- Identified optimal training solutions and objectives through the in-depth study of needs analyses and audiences.
- Provided subject matter expertise on building audio/video outlines, scripts and storyboards to deliver messaging.
- Crafted customized adult-learning platforms that utilized audience-specific tools for a global audience.

SAN DIEGO STATE UNIVERSITY RESEARCH FOUNDATION • San Diego, CA • 2010 to 2012**GRADUATE ASSISTANT, INSTRUCTIONAL DESIGN**

Contributed to the integration and deployment of class content into mobile application software. Optimized smartphone capabilities to implement new e-learning lessons for middle and high school courses.

KEY ACCOMPLISHMENT:

- Conceptualized and designed a mobile game that facilitated and encouraged parent and student interactions.

EQUITY 1 LENDERS GROUP • San Diego, CA • 1996 to 2008**SENIOR SALES ACCOUNT EXECUTIVE, MARKETING**

Prepared online, digital and print materials designed to boost product marketing programs and awareness. Strategized and executed marketing projects with a focus on business growth and new opportunities.

KEY ACCOMPLISHMENT:

- Regularly organized and administered broker training presentations for audiences with 100+ attendees.

CONSULTING PROJECTS

PROCUREMENT E-LEARNING TRAINING, COUNTY OF SAN DIEGO, 2011 | ONLINE VOLUNTEER TRAINING MODULE, SAN DIEGO ZOO, 2010

TECHNICAL PROFICIENCIES

Adobe Photoshop	Audacity	SnagIt	Qualtrics	Survey Monkey
Articulate Storyline	Camtasia	Microsoft Office Suite	Screenly	Word Press
Asana (Project Mgmt)	Captivate	PowToon	Box	

EDUCATION & PROFESSIONAL DEVELOPMENT

B.S. Family Studies and M.A. Educational Technology | SAN DIEGO STATE UNIVERSITY