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PORTFOLIO: TYPEANDSPACE.ORG

WORK EXPERIENCE

ELEARNING INSTRUCTIONAL DESIGNER & PLATFORM ADMINISTRATOR

AMERICAN DENTAL ASSOCIATION | 2019-PRESENT

- Design asynchronous continuing education courses for dentists and dental team
- Oversee LMS e-learning content and continuing education records for database of more than 160,000 users
- Create self-directed e-learning kiosk activities for in-person annual meetings
- Work with subject matter experts to create courses on all aspects of dentistry, from implants and infection control to employment law and dental office design
- Work with video team in ADA studio and operator to plan, record and edit courses
- Provide support to internal and external customers
- Lead and implement strategies to improve user experience

UNIVERSITY OF ILLINOIS SYSTEM | 2015-2019

- Designed classroom and online courses for Office of Business and Financial Services
- Collaborated with subject matter experts and stakeholders
- Build interactive e-learning using course authoring tools and graphics software
- Conducted needs analyses to determine course content and instructional media
- Wrote, edited and designed technical training materials, including infographics and job aids
- Storyboarded, shot, scripted, edited and produced training videos in Adobe Premiere Pro

DESIGNER-EDITOR | CHICAGO TRIBUNE | 2012-2015

- Designed and edited content for Chicago Tribune and nationwide publications
- Led design for more than 40 targeted weekly news tabloids

INSTRUCTOR & MEDIA ADVISOR | SCHOOL OF THE ART INSTITUTE OF CHICAGO | FALL 2015

- Taught Design for Writers graduate course in New Arts Journalism program

GRADUATE ASSISTANT | ROOSEVELT UNIVERSITY TRAINING & DEVELOPMENT PROGRAM | 2013-2015

- Performed quality assurance for online training and development courses
- Designed department signage, fliers, posters and other print products
- Managed department social media accounts

COLLEGE NEWSPAPER ADVISOR | COLLEGE OF DUPAGE | 2011-2013

- Coached students on editing, graphic design and First Amendment issues
- Developed on- and off-campus learning sessions
- Helped students launch new website and develop social media strategy

DESIGN DIRECTOR | GATEHOUSE MEDIA | 2008-2012

- Supervised and coached design team
- Redesigned and launched local dining and entertainment sections
- Planned and managed specialty publications, magazines and social media
- Recruited employees and contracted with freelance reporters

EDUCATION

- Master of Training & Development | Roosevelt University
- Bachelor's in Mass Communications | Minnesota State University Moorhead

ASSOCIATIONS, TRAINING & AWARDS

- ATD Advanced E-Learning Instructional Design Certificate (2018)
- ATD Chicago board member and director of newsletter management (2013-2016)
- 2014 Deb Colky ATD Chicagoland Scholarship
- GateHouse Media Lede Program, 1-year management training

SKILLS

- Instructional design
- E-learning development
- Training evaluation
- Return-on-investment training analysis
- Writing, editing, proofreading
- Facilitation, consulting, coaching, advising
- Photography and video
- Graphic design
- Branding and marketing
- Social media strategy
- Proficient in Spanish

TECHNOLOGY & SOFTWARE

- Articulate Storyline 360
- Blackboard
- Moodle
- Skype for Business
- Adobe: Captivate, InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Acrobat
- Microsoft Office: Outlook, Word, PowerPoint, Excel
- CCI Layout Champ
- WordPress, HTML, CSS