

# TRACY CARROLL, M.A.Ed.

MAILING ADDRESS: 1302 S Stanley Ave, Los Angeles, CA 90019

EMAIL: [tracycarroll@tracycarroll.net](mailto:tracycarroll@tracycarroll.net) | PHONE: (323) 334-0267 | PORTFOLIO: <http://www.tracycarroll.net>

LINKEDIN: <https://www.linkedin.com/in/1tracycarroll>

## *Instructional Design & eLearning Development*

Tracy Carroll has twelve years of experience designing highly engaging, effective training and curriculum for face-to-face, blended, and eLearning modalities. She is experienced in working in an online virtual environment. As a recognized Subject Matter Expert in *Instructional Design*, *eLearning Development*, *Needs Analysis*, and *Adult Learning Theory*, she started her own company, *Instructional Design by Tracy Carroll*, in 2013. Her online portfolio of work examples can be accessed here: <http://tracycarroll.net/>.

### *CORE COMPETENCIES INCLUDE:*

#### **Employee Training**

- Learner engagement & motivation
- Adult learning theory
- Writing and editing effective copy, instructional text, & audio/video scripts
- Information Mapping, “Chunking” content
- Job aid creation
- Software simulations

#### **Instructional Design**

- In-depth knowledge of instructional design models (ADDIE, SAM, etc.)
- Assessment & evaluation
- Collaborating with SMEs
- Needs analysis
- Scenario-based learning
- Virtual instructor-led & asynchronous curriculum development

#### **eLearning Development**

- Graphic design
- Animated “Explainer” videos
- Rapid authoring software
- LMS & CRM Systems
- Social networking tools
- Designing Section 508, & SCORM compliant learning modules
- Web design best practices
- mLearning Development

## *Work Experience*

### **eLearning Designer, Owner of *Instructional Design by Tracy Carroll*, Los Angeles, CA**

MARCH 2013 – PRESENT

Experience more engaging eLearning. Providing Instructional Design and eLearning Technical Development services for business, government, and academia.

### *RECENT PROJECTS:*

**Eli Lilly & Company** – Instructional design and eLearning development for the pharmaceutical company, utilizing Articulate Storyline 2. Design online training courses for Lilly personnel conducting global clinical trials.

**Dynamic Works Institute/Concordia University** – eLearning technical development and graphic design services, utilizing Articulate Storyline 2, Photoshop & InDesign. Design online healthcare courses for Concordia University: *Organizational Behavior, Theory, & Design in Healthcare, & Business Services - Linkages & Promotion of the Workforce System.*

**WIDA/University of Wisconsin** – Instructional and graphic design services for developing the online *Speaking & Writing Assessment Scoring Series*, utilizing Articulate Storyline 2 and Articulate Studio 13.

**SchwindTEC/US Army** – eLearning technical development services for 508 & SCORM-compliant *Army Management Staff College* modules, utilizing Storyline 2.

**Kimberly-Clark Corporation** – Instructional design services for staff eLearning career development module: *Unleash Your Power*. Create behavioral objectives, content mapping, develop storyboard graphic design, and produce the final written material for the module.

**TGI Fridays** – eLearning Developer/Instructional Design Consultant. Project management services for the *TGI Fridays Food Safety* eLearning modules project: text development, audio syncing, image swapping, and quality control editing on the Articulate Storyline 1 modules.

**Global Giveback** – eLearning Developer/Instructional Design Consultant. Provide various support services for several *Global Giveback* projects including:

*Last Mile Learning Initiative* – Develop and design three blended learning modules: *Introduction to Finance, Financial Planning, and Accounting Records*. Instructional materials designed included facilitation guides, student handouts, and PowerPoint presentations. This project can be viewed at: <http://tracycarroll.net/facilitated-learning/>

*LINGOs (Learning in NGOs)* – Develop and designed a SCORM-compliant eLearning *End of Course Assessment Module* with a printable *Certificate*, to be used for online assessment for *Learning Path* courses. This project can be viewed at: <http://tracycarroll.net/scorm-compliant-assessment/>

**Jack in the Box** – eLearning Developer/Instructional Design Consultant. Design a virtual corporate museum prototype for Jack in the Box. The museum prototype mixes gamification techniques, humor, interactivity, and contests with corporate history to showcase the various online exhibits as vehicles to foster enthusiasm for the corporation. The prototype can be viewed at: <http://tracycarroll.net/informal-learning/>

#### **Online Associate Faculty, College of Education, University of Phoenix, Los Angeles, CA**

SEPTEMBER 2011 – DECEMBER 2015

- Responsibilities: Design web-based instruction and teach online Graduate Courses in the College of Education.

#### **Adult Education & High School Teacher, Los Angeles, CA**

MARCH 2005 – AUGUST 2011

- Responsibilities: Design and deliver blended (face-to-face, & online) instruction for students in grades 9 – 12.

## *Technical Skills*

#### **Office Productivity Software**

- Microsoft Office Suite 2016  
PowerPoint 2016 – *Advanced Skills*
- MS Word 2016 – *Advanced Skills*
- Adobe Acrobat Pro
- Google Docs

#### **Learning Management Systems**

- Blackboard, Moodle, Articulate Online, WizIQ, Canvas, SCORM Cloud, xAPI (Tin Can) Learning Technology

#### **Programming**

- HTML, HTML 5, CSS – *Basic Skills*

#### **eLearning & Web Design**

- Articulate Storyline 2/Articulate 360 – *Advanced Skills*
- Adobe Captivate 6, Presenter
- Articulate Studio 2013: Quizmaker, Engage, Presenter
- Adobe Creative Cloud: Illustrator, InDesign, Photoshop,
- iSpring Suite
- Camtasia – Video Editing
- Premiere Pro – Video Editing
- Movie Maker – Video Editing
- Audacity – Audio Editing
- Dreamweaver – Website Design
- Microsoft Front Page

#### **Multimedia & Social Networking**

- LinkedIn/SlideShare
- Twitter
- Pinterest
- WordPress
- YouTube

#### **Animation**

- GoAnimate – *Advanced Skills*, PowToon, Plotagon, Pixton

#### **Online Conferencing**

- Webex, Google Hangouts, Skype, Blackboard Collaborate, Adobe Connect, GoTo Meeting

## *Education & Certifications*

### **Graduate Instructional Design Certificate**

San Diego State University, CA – 4.0 GPA

### **Master's Degree in Career & Technical Education, Adult Education Emphasis**

Cal State University – San Bernardino, CA – 4.0 GPA | Phi Kappa Phi Honor Society

### **Bachelor of Arts in Anthropology**

Cal State University – Los Angeles, CA – 3.78 GPA | Dean's List | Golden National Key Honor Society

### **California Clear Teaching Credentials**

English | English as a Second Language | Social Sciences  
Elementary & Secondary Basic Skills

## *Professional Affiliations*

**ATD - Los Angeles (Association for Talent Development)**

**eLearning Guild**

**ISTE (International Society for Technology in Education)**