

TRACY CARROLL, M.A.Ed.

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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

- Classroom to online conversion
- Graphic design
- Animated “Explainer” videos - GoAnimate
- Gamification techniques
- Rapid authoring software, Storyline & Adobe Creative Suite
- WYSIWYG Multimedia Tools
- 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:

Los Angeles Superior Court – Instructional design and eLearning development services, utilizing Articulate Storyline 360, to convert established “live” *Code of Ethics* curriculum to e-Learning courses.

The eLearning Company – Instructional design and eLearning development, utilizing Storyline 360, Articulate Rise, and GoAnimate. Design online training courses and create animated marketing videos.

Home Franchise Concepts (HFC) – Instructional design and eLearning development, utilizing Storyline 360. Design online financial training courses for franchise owners.

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.

Center for Sales Strategy – Instructional and graphic design services for developing online learning modules focused on helping clients increase sales revenue, reduce staff turnover, increase salespeople’s productivity, and develop a sales playbook. Development tools: PowerPoint and Articulate Presenter, Engage, & Quizmaker.

Dynamic Works Institute/Concordia University – eLearning technical development and graphic design services for online healthcare courses, utilizing Articulate Storyline 2, Photoshop & InDesign.

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 360.

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.

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.

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 360: 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)