

# TRACY CARROLL, M.A.Ed.

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## *Instructional Design & eLearning Development*

Tracy Carroll has thirteen 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 over 100 work examples can be accessed here: <https://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
- QA Reviews
- Scenario-based learning
- Virtual instructor-led & asynchronous curriculum development, VILT, ILT

#### eLearning Development

- Classroom to online conversion
- Graphic design
- Animated “Explainer” videos – GoAnimate, PowToon
- 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 eLearning courses.

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

**Home Franchise Concepts (HFC)** – Instructional design and eLearning development, utilizing Storyline 360. Transform webinar presentations into interactive eLearning financial training modules 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 university nursing & pharmaceutical courses, utilizing Articulate Storyline 2, Photoshop & InDesign.

**WIDA/University of Wisconsin** – Instructional design and eLearning development services for the online *Speaking & Writing Assessment Scoring Series* and *Data Validation and Score Reports Training Development Series*, utilizing Articulate Storyline 2 and Articulate Studio 360: Presenter, Engage, and Quizmaker.

**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: <https://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 employees. 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: <https://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.
- Taught the following graduate courses for educators: CTEC 500 Overview of Career and Technical Education, CTEC 501 Curriculum & Instruction, CTEC 502 Leadership, EDD 547 Classroom Management for Educators, HIST 511 History of the US Constitution

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

MARCH 2005 – AUGUST 2011

##### *HIGH SCHOOLS:*

#### **High School English Teacher, ACE Academy, Los Angeles, CA**

AUGUST 2009 - AUGUST 2011

#### **High School English Teacher, Crenshaw Senior High School, Los Angeles, CA**

AUGUST 2007 - AUGUST 2009

#### **Adult Education Multiple Subjects Teacher, L. A. Education Corps Adult High School, Los Angeles, CA**

MARCH 2005 - JULY 2007

- Responsibilities: Design and deliver blended (face-to-face, & online) instruction for students in grades 9 – 12.
- High School courses designed and taught: Writing Workshop, Current Events, Advisory/Life Skills, Remedial Reading, Expository Composition (ERWC), American Literature, British Literature, Contemporary Composition, English as a Second Language, Cultural Anthropology, Global Economics, Career Development, Beginning Web Design

## Technical Skills

### Office Productivity Software

- Microsoft Office Suite, Word, PowerPoint, Excel – *Advanced Skills*
- Adobe Acrobat Pro
- Google Suite (Slides, Sheets, Docs)
- Cloud Computing – Dropbox, Box, Google Drive, MS OneDrive

### Learning Management Systems

- Blackboard, DL2/Brightspace, Moodle, Articulate Online, Litmos, WizIQ, Canvas, SCORM Cloud, xAPI (Tin Can) Learning Technology

### Programming

- HTML, HTML5, CSS, JavaScript – *Basic Skills*

### eLearning & Web Design Software

- Articulate Storyline 2 & 360, Rise, Quizmaker, Engage, Presenter – *Advanced eLearning Design Skills*
- Adobe Captivate 6, Adobe Presenter – eLearning Tools
- Adobe Creative Cloud – Illustrator, After Effects, Photoshop, InDesign, etc.
- Graphic Design – Canva
- Website Design – Dreamweaver, WordPress
- Audio Editing – Audacity

### Animation Software

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

### Video Editing Software

Camtasia, Adobe Premiere Pro, Movie Maker

### Screen Recording Software

- Articulate Storyline, Peek, Replay, Jing, Adobe Captivate

### Multimedia & Social Networking

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

### Online Conferencing

- Zoom, Webex, Google Hangouts, Skype for Business, 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

Designated Subjects Adult Education Teaching Credentials:

*English as a Second Language, Social Science, Elementary & Secondary Basic Skills*

Single Subject Teaching Credential: *English*

## Professional Affiliations

ATD - Los Angeles (Association for Talent Development)

eLearning Guild

ISTE (International Society for Technology in Education)