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TRACY CARROLL

Instructional Designer & eLearning Developer

Tracy Carroll is a freelance instructional designer and eLearning Developer with expertise in eLearning and adult learning theory. In 2013, she started her own instructional design business, operating out of her home office in Los Angeles, California. Since then, she has developed custom eLearning training solutions for dozens of business clients worldwide. Her online portfolio of eLearning examples can be accessed here: <https://tracycarroll.net/>.

CORE COMPETENCIES INCLUDE:

Employee Training

- Learner engagement & motivation
- Engaging compliance training
- Adult learning theory
- Writing and editing effective copy, instructional text, & audio/video scripts
- Information Mapping
- Job aid creation

Instructional Design

- Scenario-based learning
- In-depth knowledge of instructional design models (ADDIE, SAM, etc.)
- Assessment & evaluation
- Collaborating with SMEs
- QA Reviews
- Software simulations

eLearning Development

- Gamification techniques & eLearning games
- Animated “Explainer” videos – Powtoon, CreateStudioPro, Vyond
- Rapid authoring software, Articulate 360 & Adobe Creative Suite
- Synthesia AI video development

Professional Experience

Instructional Designer & eLearning Developer, Owner of *Instructional Design by Tracy Carroll*, Los Angeles, CA
MARCH 2013 – PRESENT

RECENT CLIENTS/eLEARNING PROJECTS:

Amazon – Instructional design and eLearning development for Consumer Talent Management and Strategy (CTMS) leadership training: *Brilliant Basics*.

Pfizer Inc. – Instructional design and eLearning development for Pfizer personnel conducting global clinical trials, utilizing Articulate 360 and Camtasia for video editing. Introduced Pfizer team members to Plotagon 3D animation and Powtoon, for creating explainer and promotional videos.

- **Notable Project:** Successfully re-designed Pfizer’s *Your Reporting Responsibilities* course, delivered to 125,000 Pfizer employees and contractors, in 36 languages.

Teva Pharmaceutical Industries – Designed gamified compliance training, using Storyline 360 and Plotagon animation.

Eli Lilly & Company – Instructional design and eLearning training courses development for the pharmaceutical company, utilizing Articulate Storyline 2.

Center for Sales Strategy – Instructional design and eLearning development services, utilizing Articulate Presenter, to design and create sales performance training solutions.

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

INSTRUCTOR POSITIONS:

Online Associate Faculty, College of Education, University of Phoenix, Los Angeles, CA
SEPTEMBER 2011 – DECEMBER 2015

High School English Teacher, LAUSD, Los Angeles, CA
AUGUST 2007 - AUGUST 2011

Adult Education Multiple Subjects Teacher, L. A. Education Corps Adult High School, Los Angeles, CA
MARCH 2005 - JULY 2007

INSTRUCTIONAL DESIGN SKILLS REQUIRED:

- Design engaging web-based and blended learning curriculum.
- Measure student achievement of skills-based learning objectives.
- Revise curriculum in response to assessment of student skills.
- Adapt instructional materials and methods to meet varied needs, including learning disabilities.

Education & Certifications

Graduate Instructional Design Certificate - San Diego State University, CA, 5/2013

Master's Degree in Career & Technical Education, Adult Education Emphasis - CSU San Bernardino, CA, 12/2004

Bachelor of Arts in Anthropology – CSU Los Angeles, CA, 6/1996

California Clear Teaching Credentials

Adult Education Teaching Credentials: *English as a Second Language, Social Science, Elementary & Secondary Basic Skills*, Single Subject Teaching Credential: *English*

Technical Skills

Office Productivity Tools

- Microsoft Office Suite, including Word, PowerPoint – *Advanced Skills*
- Adobe Acrobat Pro
- Cloud Computing – Dropbox, Box, Google Drive, MS OneDrive

Artificial Intelligence (AI)

- ChatGPT
- Microsoft Designer, Adobe Firefly

eLearning & Web Design Tools

- Articulate Storyline 360, Rise, Quizmaker, Engage, Presenter – *Advanced eLearning Design Skills*
- Adobe Creative Cloud
- Graphic Design – Canva, Adobe Express, Photoshop, Illustrator
- Website Design – WordPress, Adobe Dreamweaver
- Audio Editing – Adobe Audition

Animation Software

Powtoon, CreateStudioPro, Vyond, Plotagon – *Advanced Skills*

AI Video Development

- Synthesia

Video Editing Software

- Camtasia – *Advanced Skills*

Screen Recording Software

- Articulate Storyline, Peek, Replay, Snagit

Professional Presentations

PROFESSIONAL WEBINARS GIVEN:

- **E-Learning Trends**, online presentation for *Heartland Credit Union Association*, August 2017
- **Immersive Technologies**, online presentation for *Training Industry Magazine*, March 2019
- **Using Animation to Create Engaging, Scenario-based E-Learning Experiences**, online presentation for *Association for Talent Development, Central Florida Chapter*, April 2019

Professional Affiliations

eLearning Guild

ATD - Los Angeles (Association for Talent Development)