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| A green hexagon with white letters  Description automatically generated  Stephanie Linson    Instructional Designer Details (937) 935-3081  [steph.linson@gmail.com](mailto:steph.linson@gmail.com) Links [*https://stephlinson.wixsite.com/work-samples*](https://stephlinson.wixsite.com/work-samples) Areas of Expertise  * Instructional Design * eLearning Solutions * Multimedia Design * Project Management * Learning Management System (LMS) * Team Mentoring * Strategic Planning & Execution * Cross-Functional Collaboration & Communication * Continuous Process Improvement  ARTICULATE 360  * Rise 360 A green circle with black background    Description automatically generated * Storyline 360 A green circle with black background    Description automatically generated  VIDEO EDITING TOOLS  * Filmora A green circle with black background    Description automatically generated * iMovie A green circle with black background    Description automatically generated * Vyond A green circle with black background    Description automatically generated * Adobe Premier Pro  A green circle with black background    Description automatically generated * ScreenPal A green circle with black background    Description automatically generated * Camtasia A green circle with black background    Description automatically generated   **AUDIO EDITING TOOLS**   * Adobe Audition A green circle with black background    Description automatically generated * Audacity A green circle with black background    Description automatically generated  GAME-BASED  LEARNING PLATFORMS  * Mentimeter A green circle with black background    Description automatically generated * Kahoot! A green circle with black background    Description automatically generated  ADOBE CREATIVE SUITE  * InDesign A green circle with black background    Description automatically generated * Photoshop A green circle with black background    Description automatically generated * Illustrator A green circle with black background    Description automatically generated  MICROSOFT OFFICE  * Word A green circle with black background    Description automatically generated * PowerPoint A green circle with black background    Description automatically generated * Excel A green circle with black background    Description automatically generated | Professional Summary **Dynamic, performance-driven professional with over 10 years of industry experience focusing on designing and delivering learning solutions to enhance organizational productivity and engagement.**   * Instrumental in the creation and implementation of multimedia learning solutions, including: eLearning, video, paper-based (for instructor-led), or a combination for a blended learning approach. * Astute application of new technology and digital solutions to enhance the learning experience. Demonstrate competency in design principles, effective communication, attention to detail, adaptability, and problem-solving. * Experience in various domains including: Retail, Compliance, Systems/Software, Soft Sills, Medical Devices, Insurance, and Contact Center.  Employment HistoryInstructional Designer at Staffmark Group November 2021 — Present  Leading the effort in achieving transformation goals for high-quality learning content that provides a dynamic learning experience for a business-wide audience.   * Utilize knowledge from subject matter experts to understand learning needs and recommend the most effective delivery method. * Optimize training quality standards through enhanced design and comprehensive learning solutions that incorporate multimedia deliverables. * Broadening my skillset to research and write storyboards as well as record and edit voiceover. * Create learning events across the entire business chain to improve compliance, generate excitement and awareness around the learning opportunities in our Learning Management System (LMS).  Instructional Designer Sr. Manager at Luxottica December 2017 — November 2021  Collaborated with stakeholders to understand training needs, scope, establish timelines, and recommend the most effective method to achieve cross-functional goals.   * Leveraged expertise in Visual Communications to elevate the design of training materials and incorporate a multimedia approach to enhance the learning experience. * Greater utilization of digital channels (virtual classrooms, eLearnings, and video) for a more cost and time effective approach. * Researched and implemented in-house video production, eliminating the need for third-party vendors, including: motion graphics, screen recordings, and live action (in-store scenarios and interviews). * Encouraged a culture of learning through strategic communication plans and events promoting learning opportunities and celebrating business achievements as a result.  Visual Communications Manager at Luxottica December 2014 — December 2017  Developed in-store visual merchandising strategies to provide an excellent in-store experience and drive business. Facilitated stores with the most coherent communication through strategic visualizations for all LensCrafters stores, including: seasonal merchandising presentations and in-store marketing displays.   * Successfully transitioned hard copy communication to a more cost-effective approach through interactive PDFs that are easily accessed on all associate tablets. * Established a central location for all visual merchandising content by initiating collaboration with the Sunglass Hut team to replicate an online portal for LensCrafters and Oakley, resulting in:   + Consistent communication methods and procedures across all retail brands.   + Easy access to evergreen resources, seasonal updates, and urgent changes in strategy.  Visual Communications Coordinator at L Brands September 2010 — December 2014  Facilitated stores with the most comprehensive communication by cooperating with the space planning, merchant, and visual merchandising teams.   * Enhanced communication techniques and strengthened cross-functional relationships by visiting stores to collect feedback on a regular basis. * Leveraged expertise in breaking down complex ideas aimed at ensuring consistent execution across a variety of store types and segments.  EducationBachelors, Ohio University September 2006 — May 2010  **School of Visual Communication**   * **Major:** [*Informational Graphics & Publication Design*](https://www.ohio.edu/scripps-college/viscom/undergraduate/information-graphics-publication-design) * **Specialization:** [*Journalism*](https://www.ohio.edu/scripps-college/journalism) |