

|  |  |
| --- | --- |
| A green hexagon with white letters  Description automatically generatedStephanie LinsonInstructional DesignerDetails(937) 935-3081steph.linson@gmail.comLinks[*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 360A green circle with black background  Description automatically generated
* Storyline 360A green circle with black background  Description automatically generated

VIDEO EDITING TOOLS* FilmoraA green circle with black background  Description automatically generated
* iMovieA green circle with black background  Description automatically generated
* VyondA green circle with black background  Description automatically generated
* Adobe Premier Pro A green circle with black background  Description automatically generated
* ScreenPalA green circle with black background  Description automatically generated
* CamtasiaA green circle with black background  Description automatically generated

**AUDIO EDITING TOOLS*** Adobe AuditionA green circle with black background  Description automatically generated
* AudacityA green circle with black background  Description automatically generated

GAME-BASED LEARNING PLATFORMS* MentimeterA green circle with black background  Description automatically generated
* Kahoot!A green circle with black background  Description automatically generated

ADOBE CREATIVE SUITE* InDesignA green circle with black background  Description automatically generated
* PhotoshopA green circle with black background  Description automatically generated
* IllustratorA green circle with black background  Description automatically generated

MICROSOFT OFFICE* WordA green circle with black background  Description automatically generated
* PowerPointA green circle with black background  Description automatically generated
* ExcelA 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 GroupNovember 2021 — PresentLeading 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 LuxotticaDecember 2017 — November 2021Collaborated 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 LuxotticaDecember 2014 — December 2017Developed 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 2014Facilitated 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 UniversitySeptember 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)
 |