

Highly creative and technical professional with recent graduate-level instructional design and performance technology training. Able to research, analyze, design, develop, implement, and evaluate instructional and non-instructional interventions, training, and learning experiences in collaboration with stakeholders and subject matter experts. Applies performance improvement methodologies, integrates accessible design practices, and utilizes foundational theories with emerging instructional technology to facilitate learning or improve processes. Known for an exceptional work ethic, timely delivery of quality projects, patience, and a pleasant demeanor.

Education

Master of Education in Instructional Design and Performance Technology
University of West Florida, August 2023. Graduate Certificates in Human Performance Improvement, Online Teaching and Learning, Current & Emerging Instructional Technology

Bachelor of Fine Art in Visual Communication
Auburn University, 1996, *cum laude*

Associate of Art General
Pensacola Junior College, 1991, *cum laude*

Skills

ADDIE, Design Thinking, Storyboarding, Instructional Video, Video Editing, Project Management (IPECC), Front-end Analysis, Gap and Root Cause Analysis, Evaluation Methods, Accessible Design, Graphic Design

Technical Skills

Adobe Creative Cloud, Articulate 360/Rise 360, Blackboard, Canvas, Google Drive, MailChimp, Microsoft Office, NearPod, QuestionPro, SnagIt, Spatial.io, Stripo, Survey Monkey, Vimeo, WordPress, YouTube, Zoom

Professional Experience

Graphic Designer, April 2005–present
Columbia Southern University/Marketing Department

- Provide graphic design support for a nationally and regionally accredited, completely online university that promotes a diverse range of 100+ degree programs, certificates, and continuing education courses
- Integrate brand standards in all print and digital content and advertising
- Create email designs for distribution through more than 44 third-party media and educational partners targeting prospective online adult learners in a wide range of niche industries such as fire, business, safety and emergency services to criminal justice and cybersecurity
- Develop emails for the admissions lead workflow
- Plan and coordinate photography of alumni located around the country
- Format templates in Microsoft Word for academic publications, student handbooks, and forms
- Design university publications, sales collateral, event booklets, interactive PDFs and publications such as an interactive career guide and alumni magazines, PDF forms, and commencement web apps

Professional Experience
*continued***Freelance Graphic Design, 1998–present**

Industries: Travel and Tourism, Book Design, Faith-based, Self-Publishing, Communications & Technology, Real Estate and Vacation Rentals

Clients: Crye & Leike Gulf Coast Real Estate & Vacation Rentals, Daryl C. Dance (Author/Professor), Global Marketing Solutions, Compass Media, Cahaba Trace Commission, The University of Alabama Press, SecureVision

- Collaborate with clients for logo, email, and book designs
- Design animated graphics, and print/digital advertising
- Set up and create content for WordPress sites and Facebook Pages for individuals and faith-based clients
- Update and create business collateral and brochures
- Provide graphic design and marketing services such as ad creation, posters, fliers, ticket designs, and video promos using video templates
- Design and typeset books for self publishing authors

Compass Marketing (Compass Media), August 1998–March 2005

- Produced approximately one million dollars worth of ad and sponsor-supported projects for Compass Media, a custom publishing company serving the Alabama Gulf Coast and the Southeast regional travel and tourism industry
- Designed, art directed, and developed publications and magazine inserts for various projects including *Southern Living* magazine inserts, local tourism guides, sales collateral, and other special projects
- Planned, coordinated photography, and selected talent for photo shoots.
- Created print and digital ads including animated banner ads
- Onboarded new graphic designers and trained them how to troubleshoot customer provided content
- Provided technical support for design and production applications

The University of Alabama Press, February 1997–August 1998

- Collaborated with editors and authors at The University of Alabama Press to design approximately 40 book covers and text designs per year for regional scholarly books

Service and Involvement

- Procured financial sponsors for an American Heart Association/Team to End Stroke marathon event
- Involved in a running club that organized local running events, and ran/walked in support of local charities
- Taught kindergarten through third grade Sunday school, 2007–2019
- Served in women and children ministries, 2015–2020
- Mission trips to Guatemala City, 2012, 2016