

# INSTRUCTIONAL DESIGNER


## TIFFANY CHAPPELL

### A SHORT PRESENTATION

Above all, my passion is using design elements to instruct. I believe in taking a non-linear, UX approach while using methodologies like SAM and ADDIE to ensure that every course I create focuses on acquiring and applying skills, not memorization. My goal is to develop learning experiences that drive organizations forward.

### I'M ON THE INTERWEBS

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### MY EDUCATION!

1 IFAC Miami  
*Graphic Design*

2 Broward College  
*Journalism*

3 Springboard  
*UX Design*

4 NYU  
*UX Design*

### MY SPECIALTIES!

- ADDIE
- AGILE METHOD
- ELEARNING PEDAGOGY
- ENABLEMENT
- LMS
- NEEDS ANALYSIS
- PROJECT MANAGEMENT
- USER EXPERIENCE
- VISUAL COMMUNICATION
- VIDEO EDITING/DEVELOPMENT

### MY WEAPONRY!

Camtasia

Articulate Storyline

Articulate RISE

Adobe Captivate

Adobe Photoshop

Adobe Illustrator

Adobe Audition

Adobe Premier

Powtoons

Doodly

Microsoft Suite

WordPress

Unity

Blender

### MY JOURNEY!

#### DaVita UNIVERSITY 2020 - 2023

- Designed and developed over 300 eLearning courses for IT Development and Clinical Education
- Collaborated with SME's in the needs assessment process
- Modified and edited over 50 e-learning videos
- Net Performer Score of 75 or higher
- Assisted in the use of a variety of techniques to define and sequence the instructional content and strategies
- Engaged in course content and SCORM compliant training products

#### PAX8 SOFTWARE 2018 - 2019

- Responsible for curriculum development for PAX8 University. Including meeting with SME's to conduct needs analysis, curriculum development, and supporting multiple concurrent localization work streams.
- Collaborated with stakeholders to organize the new hire onboarding training curriculum
- Specialized in developing memorable learning experiences that was UX focused
- Spearheaded the Sales Training Program by digitally enhancing the experience

#### CAMPING WORLD 2016 - 2018

- Creating learning objectives, course outlines, developed high quality content working with subject-matter experts and existing documentation, and designed course assessments to deliver a customized, eLearning solution to meet the needs of the client
- Managed development of visually appealing, high-impact digital content, and consistent quality within the Salesforce and Halo environments
- Increased 3<sup>rd</sup> quarter sales (30%) by implementing creative modern hands-on coursework into the curriculum after conducting field research

#### NETFLIX 2010 - 2015

- Modernized SharePoint by applying an Agile process to determine the user needs of each team
- Developed an innovative platform allowing quick access to best practices, applications, and knowledge based articles
- Evaluated the instructional effectiveness of programs, course, and training products, ensuring the team goals were met daily, weekly, and monthly intervals.

## TIFFANY CHAPPELL

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