

Amy Trail

Instructional Designer

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EXPERIENCE

iDesign - Learning Architect (contract)

Oct. 2023 - PRESENT

- Developed a comprehensive nursing curriculum for a leading university with diverse learning needs and student population.
- Analyzed course level objectives, learner profiles, and subject matter to craft tailored learning strategies and roadmaps.
- Utilized instructional design principles to create engaging and interactive learning modules, incorporating multimedia elements and assessments for optimal knowledge retention.
- Guided the Subject Matter Expert through the development of the course in order to meet company standards.
- Utilized course development templates in order to help the Subject Matter Expert narrow and distill the course focus.

Funnel Leasing - Instructional Designer

April 2022 - Oct. 2023

- Built software simulations that allowed new users a consequence-free environment to learn the platform, improving change management and adoption.
- Streamlined fundamental collaboration processes between Funnel's Education team and other departments, increasing the breadth, quality, and speed-to-market of training offerings for product releases.
- Spearheaded the standardization of the visual format and technical writing style for documentation, which fostered consistency across our knowledge base.
- Formalized the Education Team intake process and created a self-service interface that allowed any team member to initiate and collaborate in the creation of new education.
- Served as design lead for the creation of Funnel's help site, the Pink Portal.
- Composed technical documentation for users and internal team members, assuring that the content was accurate and thorough.
- Served as team lead on a documentation migration project from ZenDesk to Salesforce.
- Crafted explainer videos to demonstrate our SAAS products, allowing sales and solutions teams to easily disseminate product information to potential clients.

Saint Luke's Health Systems - Instructional Designer

Feb. 2021 - March 2022

- Crafted e-learning for St. Luke's Health Systems, with an emphasis on engagement, effectiveness, and relevance for the learner.
- Collaborated with Subject Matter Experts (SMEs) in translating their knowledge to the learner by creating modules, animations, one-sheets, PowerPoints, and job aides.
- Recorded voice-overs that received accolades from other teams, with many comments saying that my narrations lent a high degree of professionalism and polish.
- Created an employee lactation rights training that was featured by Medela™ as a case study for lactation implementation in hospitals, this served to prove our team's effectiveness and worth.
- Implemented a needs analysis during the initial meeting with SME to assess the desired outcome in our educational processes, which increased effectiveness of our offerings.
- Modified, organized, and distilled learning materials into a variety of modalities, utilizing known learning methods such as Action Mapping and ADDIE.
- Increased the output of instructional design materials by 50% for our team in 2021.

Loyola University New Orleans - Adj. Professor/Curriculum Dev.

Aug. 2019 - Jan. 2021

- Developed a popular songwriting course that taught learners a step-by-step approach to creating a song, boosting their confidence and creative output.
- Facilitated in multiple formats such as live, virtual and hybrid. Quickly pivoted to a virtual format in response to the COVID pandemic, fostering comfort and assurance for students' lives.
- Translated artistic processes into easily understood lessons using ADDIE and Gangé's design models, enabling students to efficiently develop their skill sets.
- Implemented asynchronous lessons and quizzes via the CANVAS LMS platform.

EDUCATION

University of Illinois - Certificate in Instructional Design Foundations

UC-Davis - Certificate in the Strategy of Content Marketing

Knowledge-Centered Service Certification - *pending*

University of New Orleans - Bachelor of Arts, Music

TOOLS

E-Learning: Articulate Storyline, Rise, Adobe Captivate, Vyond

Video Editing: Camtasia, Canva, Adobe Audition, SnagIt

Presentation: PowerPoint, Google Slides, Zoom, Microsoft Teams

LMS: Canvas LMS, SumTotal LMS, Blackboard LMS

Project Management: Monday, Salesforce, Asana

Technical Writing: Microsoft Outlook, Word, Google Suite