Amy Trail
Instructional Designer

504.931.6888
amytrail@gmail.com
www.linkedin.com/in/amy-trail
Portfolio: www.amytrail.com

EXPERIENCE

Funnel Leasing- *Instructional Designer* **April 2022- PRESENT**

- Spearheading the first internal and external training for the company.
- Instrumental in the building of a formalized training intake request process.
- Producing new technical documentation for end-users and editing older knowledge base articles to reflect software updates.
- Consulting with SMEs in order to produce technically accurate step-by-step help articles for clients.
- Migrating old knowledge base from ZenDesk to Salesforce under tight budget and time line constraints.
- Designing curriculum for virtual synchronous and asynchronous training.
- Crafting explainer videos to demonstrate products.

Saint Luke's Health Systems- *Instructional Designer* **Feb. 2021- March 2022**

- Crafted stimulating e-learning for all clinical and non-clinical divisions of St. Luke's Health Systems.
- Collaborated with Subject Matter Experts (SMEs) in translating their knowledge to the learner by creating modules, animated scenarios, one sheets, PowerPoints and job aides.
- Created quizzes and knowledge checks that seek to quantify learning.
- Recorded voice-overs for module narration, including voice acting as characters in the simulated learning environment. Received accolades for voice over work, with many comments saying that my narrations lend a high degree of professionalism and polish to our team's work.
- Maintained legacy course offerings and update according to new procedures, policies and standards.
- Created an employee lactation rights module that drew the notice of Medela™ and they featured the work as a case study for lactation implementation in health systems.
- Implemented a needs analysis during initial meeting with SME to assess the desired outcome in our educational processes.
- Modified the learning material in order to best organize and distill the learning experience, 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/Instructional Designer*   **Aug. 2019- Jan.2021**

- Taught a self-developed songwriting class to Popular and Commercial Music and Music Therapy majors.
- Instructed virtually using Zoom video conferencing and also taught live classes.
- Translated artistic processes into easily understood lessons using ADDIE and Gangé's design models, utilizing Adobe Captivate and Articulate Storyline.
- Designed curriculum including lectures, quizzes and projects.
- Implemented curriculum via web format, using CANVAS LMS platform.

Pat O'Brien's Piano Bar- *Entertainer/Trainer*   **July 2004- July 2020**

- Authored an entertainer curriculum guide, formalizing best practices for performance.
- Designed a performance method to maximize audience engagement through efficiency of performance and unique stage dialogue.
- Spearheaded a cloud-based song catalogue for on-demand retrieval for entertainers.

Louisiana Academy of Performing Arts- *Piano and Voice Teacher*   **Jan. 2006- Jan. 2007**

- Served as music educator for voice and piano students of all ages.
- Became the most sought after voice teacher in the academy within one year.
- Increased client retention rates for the academy through teaching methods.

Private Voice and Piano Lessons- *Piano and Voice Teacher*   **Aug.1998- Jan. 2020**

- Tailored lessons that were designed to emphasize and groom the innate aptitudes of individual students.
- Devised bespoke methods that boiled down difficult performance concepts into digestible tidbits, keeping the learning process fun and manageable.
- Authored educational materials to aid the student in learning transitions.

EDUCATION

University of Illinois- Certificate in Instructional Design Foundations
UC-Davis- Certificate in the Strategy of Content Marketing
University of New Orleans- Bachelor of Arts, Music

SKILLS

Articulate Storyline/Rise
Adobe Captivate/Audition/PowerPoint
Canvas LMS/SumTotal LMS/Blackboard LMS
Microsoft Outlook, Word, Teams
Canva/Vyond/Camtasia/SnagIt
Salesforce Knowledge
Google Workspace
Voice-over Work