

Andrea Squires

Learning Experience Designer

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Professional Summary

Instructional designer with over 12 years of experience in the learning industry, including e-learning, instructional design, course development, content creation, instructor-led training, technical writing, and editing.

My technologies include Adobe Captivate, Articulate Storyline 360, PowToon, Camtasia, Microsoft Office, Audacity, Snagit, Paint, Elan Learning Management System, Blackboard, Google Classroom, and Zoom.

I bring a unique combination of experience, technical achievement, and a cutting-edge MEd in Instructional Design. I invite you to see my work for yourself at <https://www.andrea-squires.com>.

Professional Experience

Six Red Marbles, Inc., Medford, MA, December 2020- April 2021

Learning Experience Designer

Applied principles of online learning design, adult learning theory, and instructional design for the Science departments of two major Universities: an accredited online University, and a historically significant traditional University.

Both projects involved working extensively with professors and stakeholders to:

- Design learner-centered, pedagogically sound learning experiences for undergraduate students
- Ensure that course goals, module goals, learning objectives, and learning objects were well-written and in alignment
- Analyze learning objects for clarity, effectiveness, and learner engagement
- Create new learning objects when necessary
- Achieve quality control and consistency across curricula

Eliot Community Human Services, Lexington MA, 2017-2020

Application Trainer and Documentation Specialist

Designing and developing online, blended, and ILT training for deployment in a customized Learning Management System (Elan LMS). Subjects included electronic medical records, timekeeping, recruiting, and the learning management system.

Accomplishments:

- 14 eLearning projects created with Articulate Storyline 360
- 5 microlearning videos using Camtasia and PowToons
- 3 webinars using Camtasia and PowerPoint
- Numerous job aids, instructions, workflows, and manuals
- On-site and on-demand ILT

Colonial Williamsburg Foundation, Williamsburg Virginia, 2011-2016

Historical Interpreter

As a costumed interpreter, taught guests of all ages about the people, pastimes, and challenges of Virginians in the colonial and revolutionary eras.

Accomplishments:

- Researched, wrote, and performed daily and evening programming in the Historic Area of Williamsburg; edited and facilitated programs for the Colonial Williamsburg Teacher Institute

Colonial Williamsburg Foundation, Williamsburg Virginia, 2006-2011

Training Specialist

Worked with a team of scholars to design, develop, and deliver history, interpretation, and guest service training to over 400 museum employees.

Accomplishments:

- Leveraged strategic input from subject matter experts at diverse organizational levels
- Updated learning materials to support implementation of current methodologies
- Created professional development electives such as voice production, body language, and storytelling
- Recruited guest trainers (external and internal) and facilitated their courses
- Pioneered the use of Adobe Captivate
- Developed films, presentations, games, and self-study modules
- Provided tutorials and microlearning sessions

The Bard Group, Newton Massachusetts, 2005-2006

Production and Design Support Associate

- Designed and produced paper-based materials and presentations for doctor consultants to the healthcare industry. Automated use of templates to ensure consistency.

WorkingValues, Ltd, Sharon Massachusetts, 2004-2005

Editor/Course Developer

- Worked with a team to edit and write materials for ethics training to corporations. Scripted a teaser video for a large corporation's ethics training initiative.

CoreAxis Consulting, LLC, Southborough Massachusetts, 2003-2004

Instructional Designer

- Consulted and edited the conversion of a paper-based onboarding manual to web-based onboarding for a major financial institution.

Knowledge Impact, Inc., Wayland Massachusetts, 1999-2002

Course Developer

- Wrote, edited, and produced manuals in a corporate consulting environment that provided training solutions to Fortune 500 companies across the country. Knowledge impact developed technology that became the basis for tools like Adobe and Articulate.

Education

Master of Education in Instructional Design, University of Massachusetts-Boston, 2021

Certificate, Technical Writing, Northeastern University, Boston, Massachusetts

Bachelor of Arts, Theatre Arts, Bard College, Annandale-on-Hudson, New York

Professional Affiliations

The Learning Guild

<https://www.learningguild.com/>

Association for Talent Development

<https://www.td.org/>

Interests

My first love was theatre, my second writing. Both are in my life in the forms of screenwriting and acting in amateur theatre. When designing learning, or facilitating, I draw on both skills.

I'm a history nerd, big-time, and I adore living history museums such as Plimoth-Patuxet Museums and Colonial Williamsburg). I love writing and performing historical programs. I also make historical costumes for dolls and people.

I have two adorable felines named Darwin and Loki; they are my fur family.

Volunteer Experience

Big Brother/Big Sister Foundation, Williamsburg Virginia, 2014-2016

I was the Big Sister to a wonderful teenager: a budding videographer, artist, and playwright. The experience was remarkable, and I hope we will be friends for life. She is now headed for college.