

Andrea Squires

Senior Instructional Designer | Video and eLearning Specialist

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PROFESSIONAL PROFILE

Versatile and creative Senior Instructional Designer with over 12 years of experience in the learning industry and a unique combination of experience, technical achievement, and a cutting-edge MEd in instructional design. Proven ability to collaborate effectively with subject-matter experts to communicate the benefits of innovative technology in promoting learning. Recognized for diligence, the ability to learn new subject matter, and the ability to quickly become proficient in technical tools.

Core Competencies:

- Interactive eLearning
- Instructional design
- Adult learning principles
- Video and animation
- ADDIE
- Design
- Scriptwriting
- Storyboarding
- Collaboration

Technical Skills:

- Articulate Storyline
- Adobe Captivate
- Vyond
- PowToon
- Adobe Creative Suite
- Camtasia
- Microsoft Office
- Audacity
- Snagit
- Canva
- Blackboard LMS
- Google Classroom
- Zoom

WORK EXPERIENCE

SANTANDER BANK, Boston, MA

06/2021 – 09/2023

Senior Instructional Designer

Analyzed, designed, developed, implemented, and evaluated training deliverables for the Santander Bank organization. Collaborated with subject-matter experts and took ownership from start to finish in creating video, eLearning, microlearning, web-based, and virtual instructor-led training.

- Developed instructional materials for a wide variety of topics, including compliance, new-hire orientation, bank representative and teller skills, employee safety, manager skills, and application skills (such as Workday).
- Consistently completed multiple concurrent projects on time and within budget.
- Quickly learned and developed proficiency in diverse tools including Adobe Captivate, Illustrator, Photoshop, and Audition; Camtasia; Vyond; Canva; and a proprietary learning management system.

SIX RED MARBLES, INC., Medford, MA

12/2020 – 04/2021

Learning Experience Designer

Developed and applied instructional design principles to online undergraduate science courses for the University of the Sciences and Howard University. Designed learner-centered, pedagogically sound learning experiences for undergraduate students.

- Collaborated closely with professors and stakeholders, ensuring alignment of course goals, module goals, and learning objectives. Worked within tight deadlines that often changed.
- Completed work on time, achieving consistency across curricula while maintaining quality control.

ELIOT COMMUNITY HUMAN SERVICES, Lexington, MA

2017 – 2020

Application Trainer and Documentation Specialist

Designed and developed 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.

- Designed and developed 14 eLearning projects created with Articulate Storyline 360.
- Developed five microlearning videos using Camtasia and PowToons.
- Designed three webinars using Camtasia and PowerPoint.
- Developed numerous job aids, instructions, workflows, and manuals.

COLONIAL WILLIAMSBURG FOUNDATION, Williamsburg, VA

2006 – 2016

Historical Interpreter (2011 – 2016)

Served as a costumed interpreter and performer and developed educational programming.

- Researched and wrote programming to educate guests about Virginians in the colonial and revolutionary eras.
- Performed day and evening programs in costume in the historic area of Williamsburg.
- Edited and facilitated programs for the Colonial Williamsburg Teacher Institute.

Training Specialist (2006 – 2011)

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

- Delivered orientation training to new hires.
- Pioneered the use of eLearning using Adobe Captivate, including videos, presentations, games, and self-study modules.
- Created professional development electives such as voice production, body language, and storytelling.

EDUCATION

Master of Education, Instructional Design, UNIVERSITY OF MASSACHUSETTS BOSTON, Boston, MA (2021)

Certificate, Technical Writing, NORTHEASTERN UNIVERSITY, Boston, MA

Bachelor of Arts, Theater Arts, BARD COLLEGE, Annandale-on-Hudson, NY

INTERESTS

Actor

Worked professionally with the Colonial Williamsburg Foundation, New Jersey Shakespeare Company, Alpha-Omega Players, WGBH, Patchwork Players, Living House Theatre, and Turtle Lane Playhouse.

Writer

Authored short stories, plays, and screenplays. Longstanding member of Harvard Square Script Writers, a workshop for aspiring TV and film authors.

Costume Designer

Acted and designed costumes for many local community theaters, most recently Arlington Friends of the Drama. Love to construct period clothing for dolls.