

# Brianna Stronk

## Instructional Designer

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Whether leading Baby Boomers, Gen X or Millennials – I figure out what teams need, train them, and transform them into top-performers. As a results-oriented professional with many years of experience, I design, develop, and facilitate learning solutions that routinely surpass goals. I improve user experience and retention by implementing adult learning methodologies that lead to change, efficiency, and profitability.

### SKILLS

- Blended Learning
- eLearning development
- Instructor-Led Training (ILT)
- LMS Integration
- Microlearning
- Needs Analysis
- Organizational Skills
- Problem-solving
- Project Management
- SME Collaboration
- Stakeholder Relationships
- Virtual Instructor-Led Training (vILT)
- Storyboarding
- Virtual Producer Facilitation

### SOFTWARE PROFICIENCIES

- Articulate Rise 360
- Articulate Storyline 360
- Camtasia
- Mentimeter
- Microsoft Office Suite
- SCORM
- Vyond
- WellSaid Labs
- Zoom/Teams/WebEx

### PROFESSIONAL EXPERIENCE

#### Freelance Consultant

2021-present

#### Instructional Designer & eLearning Developer

- Design and develop blended learning (elearning & vILT) to prepare first time home buyers to apply for mortgages
- Complete a needs analysis and provided various recommendations to a construction company requesting OSHA compliance training; identify alternate solutions beyond training
- Solicited feedback from stakeholders and SMEs via intake forms and meetings to determine learners needs and how to best diminish knowledge and skills gaps
- Design and develop eLearning experiences that increase knowledge and change behaviors
- Use instructional design principles to achieve desired learner outcomes using ADDIE and SAM models
- Apply adult learning theory to design, develop, and deliver learning experiences that are meaningful and relevant
- Synthesize source content into scenario-based modules that are engaging and promote retention
- Design and develop various projects with competing deadlines while fulfilling multiple stakeholder requirements

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**East Windsor Board of Education** – East Windsor, CT

**2020-2021**

**Educator and Curriculum Developer**

- Designed and delivered synchronous and asynchronous gamified learning experiences resulting in a performance increase of 42%
- Evaluated effectiveness of current learning modules and made suggestions for improvements
- Applied instructional design principles and adult learning theories to develop learning experiences resulting in a 67% increase in learner success rates on assessments
- Rapidly converted and adapted multiple Instructor-Led Trainings (ILT) to eLearning
- Engaged learners virtually and in person using blended learning methods and vILT
- Communicated abstract or technical content to both technical and non-technical target audiences
- Created job aids, instructional videos, and eLearning experiences to enhance learner performance, retention, and application.
- Maintained and monitored performance metrics throughout design process to evaluate success

**Owner/Instructional Designer/Facilitator** - Simsbury

**2017-2020**

**Music Together Studio**

- Reviewed, edited, and updated content at quarterly intervals
- Established rapport and engagement through incorporation of culture and values of the company
- Engaged learners using instructionally sound discussions, activities, games, and interactions
- Trained instructors in best practices and methodology for delivering content to various learners
- Developed and implemented training strategies with corresponding curriculum to achieve organization's goals and increase participation by 74%

**Somers Board of Education** – Somers, CT

**2010-2016**

**Educator and Curriculum Developer**

- Developed a software curriculum that resulted in a 70% increase in efficiency and workflow productivity
- Designed and developed resources to streamline the organization's interviewing, hiring, and onboarding processes
- Coordinated annual events for over 300 attendees, including vendor management, marketing, and fundraising
- Served as team leader and managed schedules, curriculum writing, data collection and analysis
- Trained learners in the process of online research through discussions and hands-on practice

**CERTIFICATION & EDUCATION**

**Applied Instructional Design Credential**

Applied Instructional Design Academy

**MA, Education** | University of Saint Joseph

West Hartford, CT

**BS, Human Development & English** | University of CT

Storrs, CT