

Carla Serkin
Instructional Designer and eLearning Developer
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Professional Summary

Experienced full-spectrum instructional designer passionate about designing and delivering learner-centric, interactive courses that drive behavioral change. Develops learning solutions from the ground up, including needs analysis, design, and development using authoring tools such as Storyline 360, Rise 360, Powtoon, Vyond, and Camtasia. Effectively translates complex technical and software content into consumable training modules with learning objectives, content, and assessments aligned with job performance and business goals.

Technical Skills

- Articulate Storyline 360
- Rise 360
- TechSmith Camtasia
- TechSmith Snagit
- Vyond
- Powtoon
- Canva
- Google Suite
- Microsoft Office Suite
- Jira, Trello, Click-Up

Professional Experience

Brooks Automation, Learning and Development Partner **07/23 - Present**

- Collaborate effectively with Talent Management to identify core competencies of employees to design and develop content for upward movement within the organization.
- Curate learning paths on LinkedIn Learning to support the continuous learning and development of managers based on identified core competencies.
- Design and develop deliverables in Articulate Storyline 360, Rise 360, PowerPoint, and Camtasia to support the growth and development of 12,000+ global learners.
- Research, recommend, and implement a comprehensive LMS based on company needs.

Learning Strategy and Design, Mentor **08/22 - Present**

- Design, develop, and facilitate vILTs on various topics related to instructional design and eLearning tools such as Powtoon, Snagit, and Storyline 360.
- Provide guidance and help troubleshoot instructional design and eLearning issues for adult learners in the Applied Instructional Design Academy.

Mural Consulting, Instructional Designer **07/22 – 07/23**

- Conducted needs analysis by using performance metrics, shadowing learners, and interviewing subject matter experts (SMEs) and stakeholders to identify core competencies, learning tasks, and course objectives, resulting in the design and development of 4 learning paths, each comprised of 5 to 10 modules.

- Applied adult learning principles and instructional design models such as ADDIE and SAM to develop technical and soft skills training with real-world practice for 25,000+ global learners on both public-facing and back-office Microsoft products.
- Established positive collaborative relationships with stakeholders and SMEs to ensure that design documents, scripts, storyboards, videos, slide decks, prototypes, and other deliverables align with learner needs and business objectives.
- Translated complex and technical concepts into learner-friendly, consumable content through different modalities such as ILT, vILT, eLearning, microlearning, and blended learning. Develop training using Storyline 360, Rise 360, Camtasia, Powtoon, and Vyond, resulting in increased learner engagement and improved performance.
- Analyzed learner performance and knowledge retention through scenario-based applications and both formative and summative assessments, resulting in 90-95% of learners passing cumulative assessments on the first or second attempt.
- Incorporated evaluation feedback from stakeholders, SMEs, and learners to inform course design, improve course content, and increase effectiveness.
- Overall learner rating of 4.8/5 (>1300 respondents).

Massachusetts Public Schools, Science Educator

09/04 – 08/22

- Designed, developed, and facilitated interactive curriculum to improve learner participation.
- Converted ILT to vILT and eLearning to engage online learners.
- Designed and developed instructional assets that helped 150 learners meet project deadlines and attain established goals.
- Designed and delivered multiple high school science courses to learners with diverse needs and learning styles.

Certificates

Applied Instructional Design Academy

Instructional Design, eLearning Development, Articulate Storyline 360, Articulate Rise 360, TechSmith Camtasia, and Vyond

Eduflow Academy

Instructional Design Principles

TechSmith

2022 Snagit, 2022 Camtasia Explorer, and 2022 Camtasia Voyager

Education

Applied Instructional Design Academy; Instructional Design and eLearning Development
 Northwestern University, Doctor of Philosophy (PhD); Microbiology
 The University of Pennsylvania, Bachelor of Arts (BA); Biology