

# Mary Herrington Kerr *Instructional Designer & Developer*

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## SUMMARY

Motivated to create engaging and meaningful learning experiences. Comfortable collaborating with SMEs, collecting and condensing information while utilizing adult learning principles, following ADDIE and SAM to design and develop deliverables. Creative and skilled graphic designer who enjoys a collaborative team effort to bridge learning gaps.

## TECHNICAL SKILLS

Articulate Storyline 360 | Rise 360 | Camtasia | Adobe Photoshop | Canva | Adobe InDesign | Adobe Illustrator | Canva Eduflow | Well Said Labs | Audacity | Trello | Microsoft Office Suite | Google Apps | eLearning | LMS

## PROFESSIONAL SKILLS

Virtual Instructor-Led Training (VILT) | Instructor-Led Training (ILT) | Blended Learning | Microlearning | Job Aids | Assessment ADDIE | SAM | Facilitator | Design Document | Storyboarding | Time management

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## WORK EXPERIENCE

### Freelance Instructional Designer

2022 - Present

#### *Content Designer, Fortitude Careers*

- Design engaging and interactive learning experiences, increasing business acumen by 95% through collaborative ILT trainings.
- Create/improve learning objectives, modules with animations, role play scenarios and job aids.
- Collaborate with project manager and co-founder to make corrections and update project status through Trello.

#### *Content Designer, Wiser Imagery Services*

- Conducted needs analysis to gauge background knowledge of the targeted audience (cartographers).
- Collaborated and communicated with subject matter expert to determine learning objectives.
- Designed and developed an interactive eLearning plan in Storyline from existing content to increase geographical feature knowledge by 90%.
- Utilized adult learning principles to allow cartographers to apply knowledge to current position.

### Educational Assistant

2017 – 2022

#### *RTI Intervention, Rutherford County Schools, Special Education Assistant, Murfreesboro City Schools*

- Conducted needs analysis to identify skills gaps and create learning objectives.
- Facilitated instruction in alignment with learning objectives to bridge learning gaps and increase individual performance by 15%.
- Developed supplemental learning materials for interactive, scenario-based learning.

#### *Graphic Design Specialist, Catalog Music Corporation*

2001 - 2014

- Increased revenue for retail media outlet by aligning content with target audience.
- Prioritized tasks while planning timelines to consistently meet deadlines with 95% accuracy.

## EDUCATION

**Applied Instructional Design Academy (AIDA):** *eLearning credential, Instructional Design credential, RISE credential*

**Middle Tennessee State University, B.S. Public Relations/Journalism**