

Mary Herrington Kerr *ID & eLearning 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 making complex content simple and interesting.

TECHNICAL SKILLS Articulate Storyline | Rise 360 | Camtasia | Adobe Captivate | Photoshop | InDesign | Illustrator | Premiere Pro | Canva | Eduflow | Well Said Labs |Murf AI| Audacity | Trello | Microsoft Office Suite | Google Apps | eLearning | LMS | Sharepoint

PROFESSIONAL SKILLS Virtual Instructor-Led Training (VILT) | Instructor-Led Training (ILT) | Blended Learning | Microlearning | Job Aids | Assessment ADDIE | SAM | Facilitation| Design Documents |Storyboarding | Time management

WORK EXPERIENCE

Aug 2022 - Present: **Training Developer, Parallon of HCA**

- Analyze training needs, map plans, design storyboards, and modify scripts in collaboration with colleagues, SMEs and project managers.
- Develop engaging deliverables (web-based training, microlearning, powerpoint decks, job aids) in alignment with company branding.
- Adjust web-based training/microlearning scripts for AI voice generators.
- Maintain communications for QA feedback, track deliverable status in SharePoint, effectively communicate project status to SMEs, project managers.

May - Aug 2022: **Freelance Instructional Designer, Fortitude Careers**

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

October 2017 - March 2022: **Educational 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.

September 2001 - February 2011: **Graphic Design Specialist, Catalog Music Corporation**

- 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, Camtasia credential

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