

lindsey shepard

L E A R N I N G D E S I G N E R

601.575.6369



lindseyshepard@gmail.com



www.lindseyld.com



profile

A diversely talented learning designer with expertise in developing creative solutions in a variety of industries. Advanced experience in instructional video and content development, e-learning, programming, and visual design. Superb attention to detail and strong interpersonal skills.

expertise

E-Learning
Instructor-Led Training
Instructional Design
Intermediate Programming
Layout/Graphic Design
Project Management
SCORM-Compliant Content
Storyboarding & Scripting
Strong Interpersonal Skills
Superb Attention to Detail
User-Interface Design
Video & Audio Editing
Virtual Instructor-Led Training

education

Master of Science, Instructional Design

Summa Cum Laude

*The University of
Southern Mississippi
2011*

Bachelor of Science, Technology Education

Magna Cum Laude

*Mississippi State University
2008*

awards

Excellence in Accountability, 2016
Excellence in Initiative, 2017

experience

LEARNING DESIGN CONSULTANT

2018 - present

With more than a decade of experience as a learning designer, I offer clients a full range of services to meet their unique needs. My learner-centric approach is rooted in adult learning theory and the latest research in cognitive science.

Services I offer include:

- Training Needs Analysis
- Training Program Evaluation
- Virtual Training Strategy
- Curriculum and Course Design, including:
 - E-Learning Course Development
 - Classroom Instructor-Led Training (ILT)
 - Virtual Instructor-Led Training (vILT)
 - Performance Support
 - Narration/Voice-Over Talent
 - Infographics and Process Diagram Design

Some of my current and former partners include Fortune 500 clients such as Salesforce, St. Jude Children's Research Hospital, and Volvo.

LEARNING SPECIALIST III

ServiceMaster, 2015 - 2018

Developed and managed online, social, MOOC-styled leadership development program for 2,000+ learners. Responsible for identifying and creating custom content, developing and implementing communication plan, and recommending incentives to encourage program participation. Consulted with leadership to ensure alignment with business goals. Worked directly with third-party vendors to develop, deliver, and evaluate training.

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technical skills

Design

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
TechSmith Snagit
Office 365

E-Learning & Video

Articulate Rise
Articulate Storyline 360
TechSmith Camtasia
Vyond

Learning Management Systems

Blackboard, Moodle
Skillport, UniversitySite, Workday

Programming

HTML, Javascript

professional affiliations & community leadership

Member

ATD Memphis
2011-current

VP of Marketing & PR

Newsletter Chair

Social Media Chair

ATD Memphis
2013-2015

Member

Memphis Learning Summit
Planning Committee
2012, 2013

Chief Organizer

FHS Class Reunion
Planning Committee
2013-2014

experience, continued

TRAINING CONTENT DEVELOPER

Baker Donelson, 2013 - 2015

Designed and created role-based learning solutions (eLearning, virtual-ILT, and ILT) that drove business goals and Firm objectives. Consulted with subject matter experts and peers to meet needs across multiple cross-functional teams. Managed client-facing design projects as special requests arose. Designed and managed intranet pages for training department and Firm initiatives. Assisted in establishing workflow procedures for department.

E-LEARNING DEVELOPER

Crew Training International, 2011 - 2013

Performed all aspects of instructional design process for eLearning and mobile learning projects, based on ADDIE. Determined optimal learning strategies on various content including both highly technical and soft skills training. Developed Flash-based learning animations and interactions using AS3 and supporting Adobe software. Worked collaboratively with SMEs, content managers, academic support, internal managers, and clients to conduct regular status meetings and ensure alignment. Led special project efforts for executive management, including community outreach and research, identification, and development of grant opportunities.

DIGITAL MEDIA INSTRUCTOR

Madison Career & Technical Center, 2009 - 2011

Designed and implemented learning plans for 10th-12th grade students based on state-mandated learning objectives. Utilized a variety of instruction strategies, including web-based and blended instruction, interactive video modules, and cooperative learning. Managed program inventory, finances, budget, and fundraising efforts. Served informally as Technology Coordinator to assist teachers with technology integration and equipment maintenance. Served on the Cultural Diversity Team committee. Sponsored two student organizations and prepared students for local, state, and national academic and performance competitions.