

RACHEL DILLON

SENIOR INSTRUCTIONAL DESIGNER



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my ePortfolio

PROFILE

I create eLearning, instructor-led, virtual-led, and video training courses for an internal and external global audience. I utilize the ADDIE and SAM models, adult learning theory, and Bloom's Taxonomy.



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INSTRUCTIONAL DESIGN EXPERIENCE

Senior Instructional Designer

T-MOBILE USA

- Needs analysis, storyboarding, design
- Project management, quality control
- Evaluation of training impact and performance assessment
- Data analytics and reporting
- Scenario script and backstory writing
- Working with subject matter experts and legal council for content development
- Building engaging infographics
- Adhere to and respect corporate branding

2021 -
Present

Senior Instructional Designer

FRANKLIN TEMPLETON

- Needs analysis, storyboarding, design
- Project management, quality control
- Evaluation of training impact and performance assessment
- Expert level graphic design
- Video development: scriptwriting, voice-over, screen recordings; visual storytelling with graphics, talking-head with graphics
- Web-based training: interactive, gamification, engagement, assessments, recall and retention practice
- PowerPoint layouts, transitions, animations, templates
- Webinar development and facilitation on ON24, Adobe Connect, Zoom, Teams
- Photo and vector editing, development
- Building engaging infographics, icons
- Adhere to and respect corporate branding

2017 -
2021

EDUCATION

- BS in Art and Graphic Design, University of Wisconsin, Madison, 1990-1994
- Graduate Certificate, E-Learning Instructional Design, UC, Irvine Extension, 2017-2019
- Currently enrolled in the Master's of Science in Instructional Design & Technology at CSU, Fullerton, expected graduation, May 2022

2000
- to -
2017

ADDITIONAL WORK EXPERIENCE

LOCATED ON PAGES TWO & THREE

MORE

SPECIFIC SOFTWARE SKILLS

ADOBE PHOTOSHOP & ILLUSTRATOR ▼



ARTICULATE 360 ▼



MICROSOFT POWERPOINT ▼



CAMTASIA ▼



ADOBE AUDITION ▼



...AND SO MUCH MORE

UNIQUE & MEMORABLE

- I am a published children's book author/illustrator
- I have my third-degree black belt in taekwondo



WORK EXPERIENCE CONTINUED

2000 - 2017

Content & Communication Specialist
FRANKLIN TEMPLETON

- Layout and design of corporate literature, charting, and infographic design
- Copyediting, standardizing and monitoring content
- High volume project coordination and adhering to strict legal standards and deadlines

2015-2017

Art Instructor -- Graphic Design -- Marketing Specialist
BRIGHTON PRIVATE ELEMENTARY

- Responsible for creating kindergarten – fifth-grade art curriculum, meeting the California Core Standards: art fundamentals; techniques; and art history
- Established an annual student art auction fundraiser, raising enough money to support the specialty programs at the school
- Responsible for maintaining the school Web site, and building and project managing, and laying out the yearbook
- Responsible for designing of all the school’s promotion materials, safety manuals, and inner-school event advertisements

2012-2015

Graphic Design & Production Manager
REALTYMAGAZINE.COM

- Responsible for designing the magazine, shooting cover photos, and ads
- Managed the print production and coordinated the magazine distribution
- Managed the magazine’s website for content and timely changes
- Responsible for signing new clients and for retention of the existing clients
- Responsible for customer invoices and collection

2007-2009

Web Project Manager
PEROT SYSTEMS

- Organized, designed and managed the public hospital Web sites
- Facilitated project initiation and planning workshops
- Built, trained, and launched the Web intranet employee portal for Northern Arizona Healthcare
- Developed training manuals and provided staff training for the intranet

2005-2007

Webmaster & Sr Graphic Designer
NORTHERN ARIZONA HEALTHCARE

- Head graphic designer and webmaster for three hospital facilities and corporation
- Designed all promotional materials, newsletter publications and corporate standards
- Responsible for meeting deadlines and communicating updates to marketing and administration
- Liaison between the hospital management staff, IT, DBAs and the ISP that hosted the Web site
- Coordinated Web security and permissions
- Coordinated NAH Web site marketing internally and externally

2000-2005

ACHIEVEMENTS

- **Conference Speaker:** 2021 Visual Design and Media Online Conference, "It's More Than Pretty: Applying Graphic Design Principles Makes Learning Easier." Produced by the Learning Guild
- **Conference Speaker:** 2020 Multimedia for Learning, topic "You Be the Judge: What Makes Good Design?" produced by the Learning Guild
- **Author and illustrator** of a non-fiction children's book, *Through Endangered Eyes – a poetic journey into the wild*, published by Finney Company; Windward Press in 2009
- **2010 Winner** of an Honorable Mention for the Eric Hoffer Children's Literature Award
- **Featured presenter and artist**, California Art Educators Association Annual Conference in 2010, 2015
- **Judge/Panelist**, Endangered Species Coalition's National K-12 Art Contest, Since 2013
- **Art Commission** for The Nature Conservancy, San Francisco in 2015
- **Art Commission** for TGEN, Flagstaff, AZ in 2009
- **Project Management Training** by Perot Systems from 2005-2007 (150+ Hours)
- **Taekwondo Black Belt Sparring Champion**, 2016, 2017
2019 Taekwondo Black Belt Forms Champion
- **Signature Member** of Artists for Conservation, 2009-2018

(2014 - Present)

Elementary School Art Docent Program Curriculum Developer

GOLD RIDGE
ELEMENTARY SCHOOL

I developed and delivered 36- art projects to cover a six-year art docent program for a local elementary school. The program includes training the trainers.

Each school year the art curriculum consists of six-lessons for students' grades K-5 taught by volunteer art docents. Once per month, I travel to the elementary school and facilitate each lesson to the art docents.



NATIONAL/INTERNATIONAL MEMBERSHIPS

- Society for Children's Book Writers and Illustrators since 2009
- ATD Sacramento Chapter since 2017
- Learning Guild since 2017
- Third degree Black Belt in Taekwondo, awarded in 2018 by the International Taekwondo Federation