

RACHEL DILLON, MSIDT

SENIOR INSTRUCTIONAL DESIGNER



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my Portfolio

PROFILE I have designed and produced meaningful user experiences with impactful messaging for almost 20 years. My graphic design, corporate communication, and curriculum development skills translate into creating learner-focused programs.



RachelDillon.com

Art@RachelDillon.com

Linkedin.com/in/rachel-allen-dillon

Manager, Legal Learning Solutions and Senior Instructional Designer T-MOBILE USA

- Manage a corporate compliance & ethics learning and development team comprised of a data scientist, videographers, and instructional designers
- Partner with SMEs, business units from the frontline to senior leaders, and key stakeholders to determine gaps, then design and deliver innovative, efficient and impactful training program
- Develop and project manage a variety of learning programs following a non-linear ADDIE model to design skill-based and behavior reinforcement training to promote growth
- Track, analyze data, evaluate, and review learner feedback to identify areas of strength and opportunities for improvement
- Support and foster relationships with third-party learning vendors and partner with internal learning and development teams
- Write and develop scenarios, policy backstories, microlearning, infographics and supportive learning materials
- Adhere to corporate branding and accessibility
- Develop and facilitate compliance and ethics leadership training
- Utilize Cornerstone as an LMS
- Budget and manage RFPs and SOWs

2021 -
Present

Senior Instructional Designer FRANKLIN TEMPLETON

2017 -
2021

- Storyboarding, course outline development, and copyediting
- Articulate 360 Storyline & Rise
- Web-based training: interactive, gamification, engagement, assessment, recall and retention methods
- LMS: Dochebo
- Audio recording and editing
- Video scriptwriting, and screen recordings and editing using Camtasia, Snagit, and Adobe Premier
- PowerPoint layout, transitions, animations
- Webinar development and facilitation on ON24
- Adobe Photoshop for photo manipulation, and Adobe Illustrator to build engaging infographics and icons
- Teamwork and project management to adhere to corporate standards and deadlines
- Corporate branding and tone
- ADDIE & SAM development model
- Evaluation of training impact and performance assessment

SOFTWARE SKILLS

ARTICULATE 360



MICROSOFT POWERPOINT



CAMTASIA



ADOBE CREATIVE SUITE



2017
- to -
2000

ADDITIONAL WORK EXPERIENCE

LOCATED ON PAGES TWO & THREE

MORE



WORK EXPERIENCE CONTINUED

2000 - 2017

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

Web Project Manager
PEROT SYSTEMS

- Built presentations for leadership to communicate with hospital administration about internal and external Website data
- Organized, designed and managed the public hospital Websites
- Facilitated project scoping 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

2015 - 2017

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

2012 - 2015

- Developed 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
- Maintained the school Website
- Project managed and laid out the yearbook
- Designed all the school promotion materials, safety manuals, and inner-school event advertisements

2005 - 2007

Webmaster & Sr. Graphic Designer
NORTHERN ARIZONA HEALTHCARE

2000 - 2005

- Head graphic designer and webmaster for three hospital facilities and corporation
- Designed all promotional materials, newsletter publications and corporate standards
- Met deadlines and communicated updates to marketing, administration, and board of directors
- Liaison between the hospital management staff, IT, DBAs and the ISP Web host
- Coordinated Web security and permissions
- Coordinated NAH Web site marketing internally and externally

EDUCATION

- Bachelor of Science in Art and Graphic Design, University of Wisconsin, Madison, 1990-1994
- Graduate Certificate, E-Learning Instructional Design, UC Irvine Extension, 2017-2019
- Master of Science in Instructional Design & Technology, CSU, Fullerton, May 2020-2022



ACHIEVEMENTS

- **Brandon Hall Group Gold Medal Award – Best Advance in Compliance Training** - Aug 2023
Our Compliance and Ethics training team at T-Mobile along with Sublime Media, were presented this prestigious training award.
- **Podcast Guest** – 2021, 2022, *“Visual Design and Cognitive Load in Learning”*, IDIODC – Instructional Designers in Office Drinking Coffee
- **DEVLEARN Conference Co-Speaker** – 2021, Representing T-Mobile on *“Corporate Learning Architecture”*
- **Visual Design and Media Online Conference Speaker** – 2021, *“It’s More Than Pretty: Applying Graphic Design Principles Makes Learning Easier”*
- **Multimedia for Learning Conference Speaker** – 2020, *“You Be the Judge: What Makes Good Design?”*
- **Author and illustrator** of the 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, 2013-2021
- **2015 Art Commission two original paintings** for The Nature Conservancy, San Francisco
- **2009 Art Commission** for TGEN, Flagstaff, AZ
- **Project Management Training** by Perot Systems/Dell from 2005-2007 (150+ Hours)
- **Signature Member** of Artists for Conservation, 2009-2018
- **Taekwondo Black Belt Champion**, Sparring - 2016, 2017, Forms - 2019

LOCAL EDUCATIONAL CHILDREN’S ART PROGRAM

(2 0 1 4 - P r e s e n t)

Elementary School Art Docent Program Curriculum Developer

I developed a 36-art lessons for a six-year elementary art docent program for kindergarten through fifth-grade. The program includes a train the trainer curriculum.

