

RACHEL DILLON

SENIOR INSTRUCTIONAL DESIGNER



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my ePortfolio

PROFILE

I create eLearning, instructor-led, virtual-led, and video training courses for internal and external audiences. I utilize the ADDIE and SAM models, adult learning theory, and Bloom's Taxonomy. My expertise is visual design.



RachelDillon.com

Art@RachelDillon.com

Linkedin.com/in/rachel-allen-dillon

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

- Lead data analysts, project managers, and communication specialists regarding learning and development
- Partner with SMEs, business units from the frontline to corporate, and other stakeholders to design and deliver innovative, impactful training programs
- Follow a non-linear ADDIE model to design skill-based and behavior reinforcement training
- Help our team track, analyze, evaluate and review learner feedback to identify areas of strength and opportunities for improvement
- Support and foster relationships with community resources such as third-party learning vendors and internal L&D teams
- Project management, quality control
- Writing scenarios, microlearning, and building engaging infographics and job aids
- Adhere to and respect corporate branding
- Assure training is accessible
- LMS Cornerstone

2021 -
Present

2017 -
2021

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 at CSU, Fullerton, May 2020-2022

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: script writing, voice-over, screen recording, visual storytelling with graphics, talking-head with graphics
- Web-based training: interactive, gamification, engagement, assessments, recall and retention practice
- PowerPoint layouts, transitions, animations
- 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
- SharePoint architecture and organization
- LMS Dochebo

SPECIFIC SOFTWARE SKILLS

ADOBE PHOTOSHOP & ILLUSTRATOR ▼



ARTICULATE 360 ▼



MICROSOFT POWERPOINT ▼



CAMTASIA ▼



ADOBE AUDITION ▼



2017
- to -
2000

ADDITIONAL WORK EXPERIENCE

LOCATED ON PAGES TWO & THREE

MORE

...AND SO MUCH MORE



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

- Created 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 Web site, and project managing, and laying out the yearbook
- Designed all the school's promotion materials, safety manuals, and inner-school event advertisements

2012-
2015

Graphic Design & Production Manager REALTYMAGAZINE.COM

- Designed 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
- Sent customer invoices and collection reminders

2007-
2009

Web Project Manager PEROT SYSTEMS

- Organized, designed and managed the public hospital Web sites
- 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

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

- **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, Since 2013
- **2015 Art Commission** 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

(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
- Fourth degree Black Belt in Taekwondo, awarded in 2022 by the International Taekwondo Federation