

# TRACY A. TISDALE

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## INSTRUCTIONAL DESIGN PROFESSIONAL

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Work samples: [tracyatisdale.com](http://tracyatisdale.com)

## EDUCATION

Bachelor of Arts (B.A.) Degree in Journalism with emphasis in Magazine and Public Relations. Minor: English. Arizona State University, 1985.

Completed graduate classes in Educational Media and Computers. Arizona State University.

Certified Usability Analyst, November 2012, Human Factors International Certificate #2012-4013.

## EXPERIENCE

01/2023 - 5/2023

**Project Manager III (Sr. Instructional Designer)**, VMware, Palo Alto, California (Contract position)

Assisted VMware L&D in launching a leadership program for the Customer Success organization. Manage timely delivery of training products. Write training content that meets or exceeds development standards. Coordinate with relevant stakeholders.

- Successfully managed and delivered multiple concurrent instructional design projects for clients.
- Used Storyline to develop e-learning courses as well as job aids and other resource materials using Adobe InDesign, Photoshop, and Microsoft Word.
- Assisted with data migration and cleanup for project management tool migration from Smartsheet to Asana.
- Coordinate with stakeholders to ensure timely launch of training products.

02/2022 - 10/2022

**Instructional Design Senior Program Manager (Instructional Designers/Tech Writers)**, TaskUs, New Braunfels, Texas (Contract position)

Oversee day-to-day program operations, human resources, and program management of Chime Financial, Inc. account and report progress to senior management. This included direct supervision and collaboration with both technical writers, instructional designers, and visual designers/animators.

- Manage client relationships and help them set goals and timelines for training development using Asana for project tracking and reporting. Technical training was housed in Adobe Experience Manager and instructional design products were created in Articulate 360 suite.
- Organize daily activities to meet client's goals.
- Monitor projects and supervise project managers to ensure they meet goals and meet deadlines with Google Sheets and Asana for tracking.
- Coach employees on career development.
- Meet with stakeholders to discuss program status and goals.

### Accomplishment:

- Oversaw the recruitment and hiring of 16 employees, doubling the team size to 33 employees.

05/2020 - 02/2022

**Associate (Sr. Instructional Designer)**, Rainmakers Strategic Solutions LLC, Training Development, Ellicott City, Maryland

Use industry-standard methods to design, develop and update instructional material for Government agencies (CMS, HHS, OIG). Materials created were for virtual instructor led (VILT) presentations, facilitator guides, participant guides, activities, and accompanying eLearning courses.

- Provide quality training products for instructor-led courses and workshops and eLearning. Courses were developed in Rise and Storyline (Articulate 360 Suite).
- Create content, and storyboard using Microsoft Word for creation and review.
- Collaborate with subject matter experts to customize training for specific internal job roles.
- Determine development methods and standards for the in-house team. Courses were developed in Rise; graphics were created in Adobe Photoshop and Illustrator.

**Accomplishments:**

- Produced training that earned \$8 million in revenue for the company in 2020.
- Promoted from Consultant to Associate.

07/2018 - 05/2020

**Senior Instructional Developer**, GoDaddy, Care L&D Team, Gilbert, Arizona

Design, develop, and update product and new hire training for GoDaddy Guides (technical and customer service representatives).

- Create training resources: presentations, facilitator and participant guides, activities, and e-learning modules.
- Produce high-quality training content for instructor-led courses, seminars, and e-learning using Rise and Storyline as primary tools.
- Utilize Camtasia for video content integrated with animations created Adobe After Effects.
- Focus on content creation, course writing, and storyboarding using Microsoft Word.
- Visually design content and images using Adobe Illustrator for course delivery,
- Collaborate with subject matter experts and account representatives to customize training for specific internal groups.

**Accomplishments:**

- Built a Storyline course serving four product training versions for sales teams across 47 global locations.
- Developed all training for Websites +Marketing global launch.

04/2018 - 7/2018

**Instructional Designer/Developer**, L&D Team, Desert Financial Credit Union, HR, Phoenix, Arizona

Design, develop, and update guidance materials for government agencies using industry-standard methodologies (CMS, HHS, OIG).

- Develop and maintain training materials for credit union affiliates, managers, and executives, utilizing PowerPoint for instructor-led sessions and Adobe Captivate for eLearning modules.
- Employ industry-standard methodologies to design, develop, and refresh retail/sales and leadership training courseware. Training was primarily delivered through instructor-led classes in PowerPoint format, enhanced with graphics and images crafted in Adobe Illustrator.
- Prioritize the enhancement and creation of learning activities, specifically for new employee orientation, retail/sales training, and compliance training.

**Accomplishment:**

- Influence the use of training metrics, development standards and method control documents.
- Collaborate cross-functionally to develop performance metrics, assessments, and course content.

07/2016 - Current

**Training Consultant/Technical Advisor**, Two Roads LLC., Chandler, Arizona

Analyzed customer needs and formulated effective solutions. Prepared and submitted project proposals for client approval.

- Developed strategies and solutions aimed at enhancing performance.
- Managed and curated courses, curriculum, e-learning simulations (Adobe Captivate), and proprietary tools/methodologies.
- Utilized WordPress and Joomla for website creation, Adobe Suite for graphic design, and Canva for marketing materials in support of small businesses.
- Addressed and resolved technical issues related to web development.
- Provided consultation services and generated training materials for diverse small business and non-profit clients.

05/2015 - 6/2016

**IT Leadership Learning Program Manager**, Intel Corporation, IT People Systems, Chandler, Arizona

Designed and implemented a cohort system for all IT leaders and managers to improve management practices identified in org health surveys.

- Designed training content using research of current topics, internal business SMEs and collaborated with IT senior management presenters.
- Trained 125 instructors for deployment to IT managers globally on a 6-week cycle.
- Deployed a feedback survey to monitor program, instructor, and training material quality each cycle.

**Accomplishments:**

- Awarded a Division Recognition Award for successful program design and implementation under 3 months, 2016.

07/2012- 05/2015

**Info Tech Manager**, Intel Corporation, IT End User Training, Chandler, Arizona

Managed nine instructional designers and one intern to deliver software training and user experience services across enterprise lines of business.

- Led development and execution of annual and multi-year learning plans across four enterprise lines (for software programs such as SAP).
- Created User Help systems using Joomla, RoboHelp, and software simulations built-in Captivate/Storyline.
- Produced video content through Camtasia and Adobe Premiere, distributed via the Brightcove platform.
- Collaborated with IT Training leadership to co-develop cohesive learning solutions.
- Enhanced usability and metrics to drive user adoption and consistent strategy.
- Oversaw direct reports to ensure application of established learning and development principles.
- Conducted training sessions covering leadership, employee skill development, and training updates.
- Spearheaded identification of best technical methods for ILT, eLearning, and online help development.

- Shared best practices within the Intel learning community.

**Accomplishments:**

- Led team to achieve Usability Analyst certifications in 2012.
- Earned Certified Usability Analyst certification in April 2012.
- Acted as product owner for team's content management system (performancesupport.intel.com), delivering 24/7 IT application help content and generating 731,029 pageviews.

07/2006 - 04/2012

**Senior Instructional Design/Developer**, Intel Corporation, IT End User Training, Chandler, Arizona

Deliver quality training solutions and products to IT internal customers and end users. Design evidence-based learning solutions based upon business requirements, audience needs, and task analysis, high-level design documentation, recommended delivery method, curriculum content, and supporting materials to ensure proficiency in learning objectives (ADDIE, SAM, or AGILE models).

- Design and develop new or maintain existing course materials (facilitator manuals, presentations, participant guides, eLearning, videos, simulations, train the trainer materials, job aids, online help, evaluations, tests).
- Work in cross-functional teams to meet project requirements and goals.
- Conduct task/impact analyses with SMES/learners (interviews, surveys, focus groups).
- Evaluate the effectiveness of training design and delivery through assessments that measure proficiency in learning objectives during and after training.
- Analyze results and update plans to address opportunities.
- Evaluate need for updates to course materials based upon product releases, new functionality, process changes and feedback.
- Collaborate with other senior peers to establish, implement, and maintain instructional design methodologies, tools, and best practices.
- Recommend prioritization of updates and ensure implementation.
- Administer learning management system (LMS).
- Use transition change management methods (ADKAR, Bridges) to aid learner/user adoption.
- Manage assigned contingent workers.
- Coach other designers in best practices, and help the team conceptualize, design, and organize projects.

**Accomplishments:**

- Led a team of eleven developers to create 740 training products for migration to SAP Supply Chain Management cloud-based solution (\$8M cost savings).
- Built in-house online help management system which housed 12,000 help articles for enterprise software.
- Created training video for enterprise-wide (110,000 employees) communication.

**SKILLS**

- Instructional Design (ADDIE, SAM, HPI): 10+ years
- Instructional Development (Waterfall): 12+ years
- Training Strategy Development: 10+ years
- Training Evaluation Methods: 10+ years
- Instructional Development (AGILE): 10 years
- Training Facilitation: 10 years
- User Experience Analysis: 5 years
- Team Management: 10 years
- Stakeholder Management: 10 years

- eLearning Development: 10+ years
- HTML/HTML5: 10 years
- CSS/CSS3: 8 years
- Transition Change Management (ADKAR): 6 years
- User Story Development: 2+ years
- Content Management Systems: 8 years
- Six Sigma Green Belt/Process Improvement: 8+ years
- Program Management: 8 years
- Curriculum Development: 10 years

## **SOFTWARE**

- Productivity: Microsoft Office Suite, SharePoint, Visio, Google Suite
- Graphic and Web Design: Adobe Creative Suite, Photoshop, Snag-it, HTML/HTML5, CSS/CSS3, Adobe InDesign
- E-Learning and Video Development: Articulate Storyline, Rise, Presenter, Adobe Captivate, Camtasia, Audacity, Premiere, Audition, Vyond, After Effects
- Online Help Authoring: RoboHelp, Acrobat, Info Mapping
- LMS: Saba, Taleo Learn Center, Cornerstone
- CMS: Joomla, WordPress