

# GABRIELLE SCHOFIELD

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## Senior Instructional Designer

### 10+ years as an instructional designer and learning developer

working across higher education and corporate learning environments.

Expertise in learner-centric development that provides thoughtful learning experiences and solutions.

### Consistent track record of delivering ahead of schedule.

Condensed the development time of new technical training from 4 months to 2 months, supporting the launch of an internally developed software and allowing the replacement of an external application.

### Passionate team leader.

Active mentor and onboarding partner. Continually evaluating tools and team practices to find gaps and build training to support team enrichment, improve work dynamics, and increase learning quality output.

## PROFESSIONAL EXPERIENCE

Amazon, Remote / Tampa, FL

2020 - Present

*It's always "Day 1" at Amazon—that's our approach to doing everything with the energy and entrepreneurial spirit of a new organization on its first day.*

### Instructional Designer (Global Operations)

2021 - Present

- Led the development of a global fulfillment center learning product, utilizing needs analysis and SME knowledge.
- Created tracker to log and categorize issues during pre-launch testing, leading to a 53% reduction in issues found in future launches.
- Developed an initial skill map to track skills and content across courses and programs reducing duplicative information, that led to an overall reduction in module length by 11.8%.
- Utilized skill mapping to revise and enhance course templates to include standard content slides, which led to reduced development time and a more consistent learner experience across sites nationwide.
- Developed facilitator guide to provide learning facilitators globally with support during onsite training.
- Developed standards for visualizing content for learning products.
- Partnered with leadership to document current state of maintenance across all products and established standard work and scope for learning content maintenance.

### Learning Experience Designer (Amazon Labs)

2020 - 2021

- Established a learning library for Amazon labs, by collaborating with SMEs to create new e-learning content and revise content for global lab and field sites.
- Designed and developed vaccination informational training, delivered to over 500,000 learners nationwide (US).
- Managed development timelines for all course development including needs analysis, design, development, LMS upload, certificate mapping and learning evaluation.
- Designed, developed, and maintained internal wiki page to showcase learning team/products and a provide centralized resource for customers and stakeholders.
- Partnered with leadership in successful launch of Adobe Captivate Prime LMS including migration of existing content library and creation of training to support new users.
- Proposed and implemented Org-wide Brunch and Learn series to increase information sharing across teams.
- Utilized rapid development techniques to deliver priority training solutions for adoption of internal communication platform (Slack), software training for lab tracking, and production of onboarding video series.

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**Bisk / Tampa, FL**

**2018 - 2020**

*Bisk has championed distance learning for 45+ years, from cassette tapes to online education.*

## **LXD, Team Lead**

**01/2020 – 06/2020**

- Partnered with sr. training team members and supervisors to provide updates and support project management of university level learning programs.
- Decreased time spent in status report meetings 60% by implementing an internal tracking and reporting system to monitor course development activity and resources.
- Developed and facilitated internal training for new tools to support employee needs and adoption.
- Created an effective educational content strategy and identified opportunities for its continuous development in the higher education space.

## **Learning Experience Designer**

**2018 - 2019**

- Managed the course development process for new, revision, and redeveloped courses and assure that courses adhere to academic standards and formatted in Learning Management Systems.
- Collaborated with Subject Matter Experts (SMEs) to analyze learning needs and develop educational solutions that align with the requirements of partnered institutions (Michigan State, Villanova, and Florida Technical)
- Created detailed storyboards, including content highlights, key concepts, graphic/media ideas, etc.

## **Instructional Designer/E-learning Developer, Consultant, Tampa, FL**

**2017 - 2020**

*As an independent consultant, I collaborated with clients to design and develop learning solutions that fit their organization's needs. Driving the entire process through needs analysis, design, development, delivery and evaluation of learning success.*

- Delivered learning analysis, instructional design recommendations, templates, storyboards, outlines, content, materials, and eLearning modules for technical and soft skill training solutions
- Successfully implemented Canvas LMS and developed user training and custom CSS for course design.
- Created interactive E-learning courses for Adult Learners in various subject areas including volunteering, compliance, document control and security, using Articulate Storyline.

## **Science Educator, Public County Schools, Florida**

**2012 - 2017**

- Designed and developed instructional content and assessments targeting multiple modes of learning for various levels of learners in grades 6-12.

## **EDUCATION & CERTIFICATES**

**Articulate Storyline Certificate, Association for Talent Development**

**2020**

**MS Instructional Design, Saint Leo University**

**2016**

**BS Biology, Saint Leo University**

**2011**

## **SKILLS & INTERESTS**

**Instructional Design:** Adult learning theory, curriculum and course development, adaptive learning, content analysis, learning strategy and solutions, virtual/hybrid/live training

**Technology:** Articulate storyline, learning management systems, MS Office, Canva, Camtasia

**Interests:** Project management, organizational effectiveness, talent development, reading and tennis.