

## SUMMARY OF QUALIFICATIONS

Credentialed, experienced learning producer with expertise in instructional design, eLearning development, LMS administration, and program development. <https://youtu.be/j5fFFYISDJ8>

## PORTFOLIO

[ginasnow.com](http://ginasnow.com)

## EDUCATION & CERTIFICATION

ATD Certified Professional in Talent Development (CPTD), 2020

ATD Master E-Learning Instructional Designer Certificate, 2019

Bachelor of Arts, Education and History, Magna Cum Laude, University of Tulsa, 1997

## TECHNICAL SKILLS

Articulate 360, Audacity, Camtasia, Captivate, InDesign, Photoshop, Vyond

## INSTRUCTIONAL DESIGN, TRAINING & LMS EXPERIENCE

### Instructional Designer

**AbbVie Endocrinology, Inc.** (Remote) September 2022-present

- Led the redesign of the New Hire Experience, including the creation of personas, learning journeys, and eLearning courses
- Designed and developed upskilling eLearning courses for Insurance Specialist agents

### Talent Development Specialist

**National Co-op Grocers** (Remote) June 2021-September 2022

- Designed and developed NCG onboarding courses for new member co-op personnel
- Wrote and produced explainer videos for key NCG programs targeted to member co-ops
- Administered the Cornerstone LMS

### Senior Instructional Designer

**Gateway First Bank** (Jenks, OK) March 2017-May 2021

- Designed and developed learning objects including eLearning courses, videos, and job aids in the areas of software applications, loan product knowledge, compliance, and business soft skills
- Project managed the Training workstream of a multimillion-dollar loan origination system conversion project, including the coordination of contract Instructional Designers
- Project managed the configuration and implementation of Cornerstone OnDemand LMS (2018)
- Administered the Cornerstone LMS (2018-2020)

### Training & Development Technology Specialist

**Matrix Service Company** (Tulsa, OK) April 2014-March 2016

- Project managed configuration and implementation of Cornerstone OnDemand (2014)
- Administered the Cornerstone LMS
- Conducted in-person and virtual applications training
- Designed and developed eLearning courses in the areas of compliance, new hire orientation, management skills, and safety training

### Instructional Design Consultant

**iLaw** (Remote) October 2013-May 2014

- Worked with content SME/professor to design *History of Terrorism* course in Blackboard
- Designed and developed multimedia course content, graphics, and materials

**Instructional Design Consultant****DIRECTV** (Tulsa, OK) April 2013-July 2013

- Worked as W-2, project-specific contractor in corporate office, call center environment
- Created, edited, and updated over 3,600 pages of print instructor-led training materials and over 1,000 accompanying PowerPoint slides in the areas of leadership, meeting management, customer service, and call handling behaviors

**Technical Writer & Trainer****Spirit AeroSystems** (Tulsa, OK) June 2012-September 2012

- Worked as W-2, project-specific contractor in the corporate hub
- Created digital and print end-user documentation for proprietary software
- Created end-user software simulation videos and tutorial courses
- Designed and developed group technical training classes

**Distance Learning Consultant****InfiLaw System** (Remote) 2010-2011

- Designed, developed, and facilitated blended training on the pedagogy of distance education and technical training on academic technology
- Provided support, advice, and assistance for academic technology applications
- Project managed the implementation of the Desire2Learn LMS
- Administered the Desire2Learn 9.0 LMS, Elluminate *Live!* virtual classroom, and Class Climate evaluation system

**Instructional Designer & Distance Learning Coordinator****Florida Coastal School of Law** (Jacksonville, FL) 2009-2010

- Developed technology-driven instructional programs and courseware solutions for Juris Doctorate and International Master of Laws degree programs
- Designed and supervised the production of learning materials and resources
- Trained, supported, and assisted users with Lexis Web Courses (Blackboard), TWEN, Elluminate *Live!*, and other distance learning tools

**Instructional Technology & Curriculum Development Consultant****Tulsa Technology Center** (Tulsa, OK) 2005-2009

- Researched, developed, and implemented career and technical education programs for secondary and adult students
- Facilitated the development, delivery, and assessment of online instruction and instructional technology, including the use of Quality Matters
- Administered the Blackboard 8.0 LMS (2008-2009)
- Designed, developed, and delivered Blackboard Boot Camp training program (2008-2009)
- Identified, designed, and implemented training for instructors in the areas of classroom management, instructional design and methodology, and technology integration (2005-2007)

**ADDITIONAL EXPERIENCE****Senior Curriculum Specialist & Teacher Educator****Pitsco, Inc.** (Pittsburg, KS) 2002-2005**Training Officer & Curriculum Developer****VarTec Telecom, Inc.** (Tulsa, OK) 2000-2002**Classroom Teacher****Broken Arrow Senior High School**

(Broken Arrow, OK) 1999

**Healdton High School** (Healdton, OK) 1998